

The NATIONAL UNDERWRITER

Life Insurance Edition



He wrote an anthem in oak and pine

DOWN FROM Nova Scotia he came, a thousand long and hungry miles, to work in a New York shipyard for \$2.50 a week.

Then Donald McKay was happy at last, for he was learning how to build ships.

Donald McKay built ships as other men write poems, or compose music, or paint pictures. It was his way of expressing himself. He could put a strangely moving message into the taper of a bowsprit. He could say something thrilling with the rake of a long pine mast. So Donald McKay soon grew famous for ships which his countrymen recognized as symbols of their own soaring American spirit.

From his yards came the great clippers—bigger, swifter, lovelier than any sailing vessels had ever been before. *Flying Cloud*...*Westward Ho*...*Sovereign of the Seas*...*the Great Republic*—even their names were music, like the names of poems.

And each one was an immortal message of faith in the promise of American life.

We share this faith. And we, too, say it often in wordless ways. It is in the homes we build, in the plans we have for our families, and in the life insurance we buy to protect those plans. These are our own proud ships, bearing cargoes of hope over the seas of life.

MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

A John Hancock
advertisement on Americanism

FRIDAY, APRIL 4, 1947



GET THE PROSPECT'S POINT OF VIEW!

By Eber M. Spence, General Agent in Indianapolis

There is nothing like letting the other fellow talk, especially in our business. By doing so, you readily find out what he needs from *his* point of view.

The prospect who says "No" is really a counter-part of the prospect saying "Yes." If we can get that firmly fixed in our minds, our problems will be much simpler. As we check against our own reactions, I am sure we will discover that we have always made *our* decisions that way. Therefore, when our prospects say "No" to us, it is not a personal insult.

It does not mean that they are not interested; they simply have to say "No" several times before they can say "Yes." When we get that reaction, we must recognize that we have a normal prospect functioning in a normal way.

Not so long ago one of my prospects, who later turned out to be a

very fine client, made this statement: "Can't I get it through your thick skull that I do not want any life insurance!" He certainly was saying "No" to me in a very emphatic way.

However, I couldn't take that as a personal insult. He was just a normal prospect, reacting the way that he should—a man 57 years old who had never owned life insurance. For him to buy \$100,000 of insurance was a new idea, and not one that he was too crazy about. He was fighting the *idea*, not me personally. Within a reasonable short period of time we became good friends, and whether he still thinks my skull is thick I don't know. It really makes little difference, because the important thing is that he has the insurance in force.

If we get the other fellow's point of view, and don't get scared of a "No" occasionally, we have a great opportunity ahead in 1947.



Sales Ideas From "Provident Notes"
published by

PROVIDENT MUTUAL LIFE INSURANCE COMPANY of PHILADELPHIA, PA.

APRIL 4, 1947

51st Year. No. 14

Nip Threat to Oust Insurers from Cash Sickness Field

Inconspicuous Nevada Bill Vetoed, Averting Raids on Unemployment Reserves

Governor Pittman's vetoing of the Nevada legislature's assembly bill 222 has headed off the use of unemployment insurance funds for cash sickness benefits, an attempt which, if successful, would undoubtedly have resulted in every state of the union drawing on its unemployment reserves to pay sickness benefits. This, in turn, would have shut insurance companies completely out of the group accident and sickness field, since there would be no specific tax for the benefits which could be abated by taking private insurance.

What the Nevada bill proposed was to amend the unemployment compensation act by providing that workers' loss of earnings sustained when "involuntarily unemployed" because of disabilities not insured under workmen's compensation be regarded on the same basis with other types of unemployment covered in the unemployment insurance act. The bill was drawn by the regional attorney of the social security office in San Francisco.

Was Entering Wedge

What the insurance people were particularly concerned about was the virtual certainty that if the bill became law in Nevada and the necessary concurrence were forthcoming from Congress or the social security board no state could be expected to resist the temptation of something for nothing. By passing a law similar to Nevada's, the states could have gotten cash sickness benefits as well as unemployment insurance benefits from the fund as long as the money held out. Later on it would have become necessary to raise the tax rate, but by that time the money would have been spent and irretrievable damage done to the private insurers.

In the bill was a proviso that since the act was intended to operate as a part of the national plan of cooperation between the state and the federal government providing for unemployment compensation, the act should not be operative until "the federal security agency or other federal authority, including the Congress of the United States," had determined or provided that money in the state's unemployment insurance account could be used for cash sickness benefits.

Would Have Been Lever

Enactment of a law such as that proposed in Nevada would obviously have acted as a powerful leverage in getting Congress to give the necessary permission. But even if the congressional permission had not been forthcoming the social security board might well have considered its own powers broad enough to interpret "unemployment" as being inclusive of unemployment due to illness or accident.

In view of the social security board's attitude toward extending unemployment benefits to sickness and accident and the fact that the Nevada bill was drawn by an attorney of the social security administration, the bill's mention of permission by the federal security agency as an alternative to congressional au-

Hardy Heads Nominators

William B. Hardy, New England Mutual, Cincinnati, has been named as chairman of the 1947 nominating committee of National Assn. of Life Underwriters. He is a personal producer and was on the nominating committee two years ago. His appointment as chairman was made by Philip B. Hobbs, N.A.L.U. president.

Under the by-laws it is the duty of the committee both to receive and to solicit recommendations of nominees for officers and trustees to be elected at the Boston convention the week of Sept. 8.

All desiring to present nominees should forward their communications to Mr. Hardy with copies to other members of the committee. Their addresses are: William B. Hardy, New England Mutual, Chamber of Commerce building, Cincinnati; Edwin T. Golden, New York Life, 1 Montgomery street, San Francisco; Abner A. Heald, John Hancock Mutual Life, 110 East Wisconsin avenue, Milwaukee; Fred H. White, Connecticut Mutual, Liberty Bank building, Buffalo, and Morgan O. Woodward, Prudential, Starks building, Louisville.

Mr. Hardy is a life member of the Million Dollar Round Table and entered the business with his present company in 1935. He was president of Cincinnati Life Underwriters Assn. in 1943, was its representative to the Ohio association and is national committeeman from Cincinnati. In 1943 he served as first president of the New England Mutual Leaders Assn. and is currently a member of the executive committee. He attended Princeton.

thorization is regarded as extremely significant. There is a total of about \$7 billion in the unemployment trust fund held by the federal government for all the states. There is no provision for any line of demarcation between what would be paid out for cash sickness benefits and what would be held for unemployment reserves.

The Nevada bill was the first attempt of this kind and it was introduced without any fanfare. The bill went through the legislature very quietly along with two other bills, one to raise the rate of unemployment benefits, and the other to cut the tax on employers by a better merit rating system. Both these bills were signed by the governor. The sickness benefit bill is believed to have been introduced in Nevada with the idea that it would slide through quietly and without stirring up any opposition. Then, with the law actually on the books of one state the way would have been open for either Congress or the social security board to give the necessary permission to pay sickness benefits out of the unemployment trust fund.

One thing that helped kill the Nevada bill was the fact that it was drawn to be introduced as a separate act. However, when it was introduced it was as an amendment to the present unemployment compensation act and the governor's advisers had pointed out that the necessity for congressional or other federal permission might delay the operation of the entire unemployment compensation program in Nevada until the federal government acted to approve payment for disability as unemployment.



W. B. Hardy

Show California Results for 1946

All figures are for ordinary unless designated (G) for group or (I) for industrial.

	New Business	In Force
Acacia Mutual	19,945,638	86,717,884
Aetna Life	23,883,391	146,285,035
(G) 117,951,056	232,052,541	
Amer. Mut., In.	1,011,342	10,019,211
Amer. National	23,752,138	51,029,836
(I) 30,576,802	108,694,626	
American United ..	1,286,983	6,326,277
Atlas Life	100,100	2,151,063
Bankers Natl. Life	732,934	2,559,448
Bankers Life, Iowa	6,654,773	45,577,933
(G) 3,578,245	10,618,629	
Bankers Sec.(G)	2,890,987	1,728,475
Beneficial Life	9,765,935	34,704,795
Beneficial Standard	3,341,294	3,523,653
B. M. A.(G)	10,744,875	38,477,825
Calif.-West. States	47,073,469	229,234,487
(G) 16,571,427	43,388,150	
California Mutual	1,175,529	3,663,951
Canada Life	2,578,192	16,123,880
(G) 154,100	531,800	
Capitol Life, Colo.	835,368	8,610,943
Central Life, Iowa	774,202	5,781,256
Central Life, Ill.	3,539,206	8,484,901
(I) 750	14,431,540	
Columbian Natl.(G)	3,149,889	37,500
(I)	178	35,000
Columbus Mutual	529,159	3,276,843
Connecticut General	13,253,406	49,048,877
(G) 26,327,009	39,510,099	
Connecticut Mutual	16,331,305	90,090,276
Conservative, W. Va.	1,008,161	2,201,598
Continental Assur.(G)	1,998,746	13,287,731
(G) 1,435,920	2,499,130	
Crown Life, Can.(G)	1,932,710	2,727,674
(G) 6,000	21,000	
Cuna Mutual	110,692	282,606
(G) 3,070,168	7,439,773	
Constitution Life	8,071,655	22,651,952
(G) 2,359,500	2,190,000	
(I) 2,870,950	4,428,410	
Equitable Society	18,945,544	343,631,673
(G) 119,205,178	235,603,295	
Equitable Life, Ia.(G)	17,786,171	47,267,985
(G) 193,517	1,956,491	
Expressmen's Mut.	12,289	160,841
Farm Bureau, Ohio	14,000	256,893
Federal Life & Cas.	981,670	4,567,732
(G) 1,191,650	6,146,300	
Fidelity Mutual	1,462,392	22,105,022
Forest Lawn Life	6,144,839	10,588,481
Franklin Life	4,934,099	12,377,309
General American	1,400,700	13,623,209
(G) 2,166,456	5,230,149	
Golden State Mut.(G)	4,846,600	3,000
(I) 9,188,608	3,000	
Great Northern	865,571	2,497,670
Great West Life	2,593,553	8,450,443
(G) 407,905	2,825,184	
Guarantee Mutual	6,887,965	27,450,472
Guaranty Union	94,800	25,711,627
Guardian Life	4,423,658	25,895,629
Home Life, N. Y.	1,937,532	849,321
Imperial Life, Can.(G)	343,275	3,458,728
(G) 695,000	1,000,000	
Jefferson Standard	3,479,308	16,237,966
John Hancock	34,593,480	160,497,142
(G) 92,341,940	124,175,678	
(I) 2,005,419	79,104,179	
Kansas City Life	8,990,277	48,345,120
(G) 4,000	24,000	
Lincoln National	15,716,254	71,082,831
(G) 2,480,500	2,859,000	
Loyal Protective	356,279	1,048,635
(G) 764,393	2,197,624	
Lutheran Mutual	4,355,629	10,079,015
Manhattan Life	6,325,048	29,063,653
Manufact. Can.	18,709,332	143,091,816
Massachusetts Mut.	114,340,148	94,006,174
(G) 159,856,650	397,190,010	
Metropolitan	27,753,491	440,493,955
(I) 310,256	1,005,436	
Midland Mutual	459,937	3,252,246
Midland National	12,245,632	34,370,664
(G) 52,668	633,345	
Minnesota Mutual	1,630,952	4,910,404
(G) 9,592,845	99,099,357	
Mutual Benefit	25,050,034	241,479,356
Mutual Life	23,689,396	60,929,042
Natl. Life & Acc.(G)	541,000	1,027,800
(I) 17,398,807	81,894,921	
National Life, Iowa	572,818	3,477,142
National Life, Vt.(G)	4,460,481	25,088,454
(I) 1,090,551	1,762,480	
National Reserve	27,150,098	158,768,549
New Eng. Mutual	4,837,421	20,166,686
New York Life	128,185,261	916,046,392
(G) 232,539	809,831	
North Amer. Acc.	1,934,966	5,736,182
North Amer. Life	10,994,582	45,440,035
(G) 73,000	164,000	
Northwestern Mut.(G)	23,538,343	252,884,022
(G) 4,460,841	37,691,192	
Occidental Life	82,000	6,882,242
(G) 18,874,500	202,104,575	
Ohio National	3,283,453	15,218,804
Ohio State	3,137,500	9,828,732
Old Line Life	432,800	1,900,402
Old Republic Credit	790,432	827,048
(G) 480,927	215,247	
Order of Ry. Empl.	100,764,181	140,453
Pacific Mutual	41,937,394	220,805,997
(G) 3,023,227	7,237,146	
Pacific Natl., Utah	1,256,351	5,826,737
Paul Revere	1,618,509	8,620,870
Penn Mutual	20,211,477	141,991,223

(CONTINUED ON PAGE 20)

Group Creditor Life Insurance Offered by Prudential

Plan Offered Home Owner Borrowers Pays Open Balance of Mortgage

Group creditor life insurance, designed to pay off the open balance of a mortgage in case of the borrower's death, will soon be offered to home loan borrowers of Prudential. The mortgage-insurance combination will require a monthly payment of only slightly more than the amount usually paid for interest and amortization alone.

The plan is primarily for new loans. However, it will be available to certain classes of present mortgagors. Maximum amount of insurance on any one mortgagor will be \$10,000 and coverage is confined to home owner borrowers.

The principle of the plan is the application of reducing term insurance, issued on a low-cost group basis, to the reducing unpaid balance of a home loan. As the indebtedness is liquidated through the regular mortgage payments, there is a corresponding reduction in the insurance coverage. Should the borrower die during the life of his loan, proceeds of his group insurance will be applied automatically to the unpaid balance of the debt.

Operations Start Soon

The group plan will be made available through Prudential's mortgage loan offices. Actual operations will start almost immediately in certain offices and will be extended to all within a relatively short time.

Payments will vary with the age of the borrower. For example, initial payments on a \$5,000 20-year 4½% loan by a 35-year old borrower are \$34.50. Without the insurance such a loan would require a monthly payment of \$31.65.

The need of life insurance as a protection for a mortgagor, the company points out, is clearly indicated by statistics. It has been found that the chances of a man dying before completing payments on a 20-year loan are more than 16 times greater than the chance of his losing his home as a result of fire. Yet the vast majority of urban home owners consider fire insurance an essential form of protection.

Important in Home Financing

"We feel that life insurance for mortgagors should occupy an important place in any home financing program," said President Carroll M. Shanks of Prudential, in announcing the plan. "It always has been possible for a mortgagor to protect his dependents by covering his debt with a life insurance policy, but our new group home protection plan places this protection on a low-cost, pay-as-you-go basis through the operation of the group insurance principle."

While the Prudential plan represents the first time that group insurance has been used in this way on a national scale, it is not untried. A short time ago the company worked out a similar plan for the Dime Savings Bank of Brooklyn in connection with the bank's mortgage operations in metropolitan New York. The company also has arranged to insure, on a group basis, mortgage borrowers of the Buffalo, N. Y., Savings Bank.

Card for 3-Day Managers Area Parley in Indiana

The program has been completed for the Mid-West Management Conference, French Lick Springs hotel, French Lick, Ind., April 10-12.

The first business session will be held the evening of April 10 with Grant O. Q. Johnson, president Indianapolis General Agents & Managers Assn., presiding. Speakers will be Louie E. Throgmorton, Aetna Life, Shreveport, "Laughter Makes the Load Lighter" and Walter O. Menge and Cecil F. Cross, vice-presidents of Lincoln National Life, on "What to Expect from the Guertin Law and the Use of the C.S.O. Table."

The next morning the speakers will be W. K. Niemann, Bankers Life, Des Moines, "Enthusiasm—a Responsibility of Management"; William B. Hoyer,



Charles E. Brown



Henry Blohm

John Hancock, Columbus, "The Problems of Management as a Young Man Sees Them" and Charles E. Brown, Mutual Life, Grand Rapids, "Building and Maintaining Agency Morale."

That afternoon the speakers are Carroll C. Otto, Mutual Benefit Life, Detroit, "Keeping Men Alert to New Sales Methods"; W. V. Woody, Equitable Society, Chicago, "Agency Building Principles That Have Worked for Me," and Henry Blohm, Provident Mutual, Cincinnati, "Let's Talk Our Problems Over."

Area Organization Dinner

That evening there will be an area organization dinner with Osborne Bethea, Penn Mutual, New York, chairman general agents and managers committee of N.A.L.U., presiding.

The morning of April 12 the speakers will be Horace R. Smith, Purdue, on "500 Training Cases—Principles and Specifics They Have Taught Me"; Mr. Bethea, "What's New in the Field of Compensation"; Paul Speicher, R. & R. Service, "What Are You Going to Do About It?" and then there will be a panel, "Shall New Men Start on Packages or Programs?" the moderator being Ray Patterson, general agent of Penn Mutual at Indianapolis.

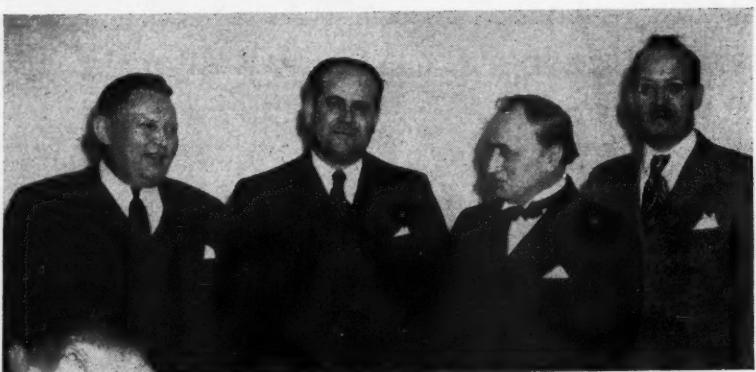
Virginia New Business Up 50%; In Force Gains 13%

Life companies wrote \$697,155,000 of new business in Virginia during 1946, the state bureau of insurance reported. The amount was a record high and nearly 50% above that written in the preceding year. Business in force in Virginia at the end of 1946 was \$2,822,129,511, an increase of 13% over a year earlier. The percentage gain was the largest in many years, the 1945 increase over 1944 amounting to 7%.

Seek State Employees Group

HARTFORD—Commissioner Allyn and Hartford company officials spoke in support of a bill to appropriate \$240,000 to establish group life insurance for full-time employees of the state. Bernard E. McCusker, executive secretary of the State Employees Assn. also endorsed the proposal before the legislative appropriations committee.

Advocates "Lapsed Payment Plan"



Above are shown L. W. Ellwood, chief appraiser New York Life; Stanley T. Jahoda, mortgage officer Lincoln Savings Bank; Matthew Woll, president Union Labor Life, and Joseph Malzo, mortgage officer Union Labor Life, at the meeting in New York City of the Society of Residential Appraisers.

It is not generally realized that even under the system of federal insurance, the mortgage credit structure of the nation rests upon an untested ground, Mr. Woll said in his talk at the appraisers' meeting. The FHA system of mortgage insurance was launched in 1933, at the bottom of the depression. Since then, the housing market has been on the rise, and the FHA system has never been put to the test of a severe crisis.

An objective study of the resources accumulated in the FHA insurance fund raises the question whether in a severe depression that fund could successfully meet such a crisis, Mr. Woll said. Sound public policy requires that adequate provision against such a possible contingency be made in advance since if no provision is made until the depression comes, the country may again have no choice but to bail out the lending institutions in distress.

The American Federation of Labor has proposed the adoption of a so-called "lapsed payment plan," Mr. Woll said. At present if the home buyer loses his job, falls victim to a long sickness, or undergoes some other emergency depriving him of his income, his default on as few as three payments may mean foreclosure and the loss of the home he has been buying over a period of years. The crisis comes when the home buyer is least equipped to meet it.

Under the proposed "lapsed payment plan" the government would, on application, determine whether the lapsed payment is caused by bona fide emergency and if such is the case, take over the payments for a limited period until the home buyer is ready to resume them. The home buyer would be required to make up the lapse in payment simply by lengthening the life of the mortgage by the number of payments he has missed and making a small adjustment in the interest rate.

Avoids Foreclosure

This avoids foreclosure, removes the lender's investment of the burden to which it is not now equal—of liquidating a large volume of property when unemployment is widespread and the market is stagnant. Mr. Woll said that if people felt that it would be much cheaper to have the government make these payments during limited emergencies instead of having it underwrite another million dollar liquidation fund.

These are among the recommendations labor seeks to have embodied in the Taft-Ellender-Wagner housing bill. It does not, he asserted, provide for a large degree of government intervention as has been repeatedly claimed, but is a program which relies primarily on private enterprise for the construction and sale of homes.

Task of Appraiser

Under the uncertain and shifting conditions that have prevailed in recent years, the task of the appraiser in residential real estate has been exasperating, Mr. Woll asserted. Until about a year and a half ago the FHA adhered to a policy of over-appraising property in order to establish a base for a larger credit. When it realized the danger of the committee.

underwriting a large volume of overvalued property, its appraisal policy was sharply reversed, its appraisals became often unduly conservative and much of the borrowing was allowed to be shifted to the uninsured market outside the FHA system.

At first, he said, wide disparities also developed between Veterans Administration appraisal and the FHA appraisal, when the loan program under the GI bill of rights first went into effect. The tendency of lenders to pick their own appraisers from the Veterans Administration slate has also served to distort the true valuation. There is evidence that these disparities and abuses have been eliminated pretty largely. Current appraisals by the FHA are more in line with the existing values than has been the case for a long time. The Veterans Administration, in the meantime, has taken steps to correct many of the practices and abuses which placed the initial veterans home loan program in doubtful light.

He suggested that the big problem now is not production or the feasibility of site construction, but that the home buyer's ability to pay the prices prevailing in the inflated market and his future ability to make good, without interruption, on the payments which he has assumed.

Death in Chartered Plane Is Not Covered

Prudential won from the Ohio supreme court reversal of a lower court decision holding that a plane chartered by the assured for a hunting trip qualified as a regularly scheduled passenger flight of a commercial aircraft, the case being McBride vs. Prudential.

Thomas J. McBride was the assured. He was killed in November, 1944, in the crash of a plane, in which he was a passenger and which he had chartered from Youngstown Airways for a hunting trip to Dunkirk, O.

The higher court said the aviation exclusion clause is not ambiguous. It means, to recover the assured must meet death as a passenger on a trip regularly scheduled as to time of departure and arrival by commercial airlines operating between definitely established airports.

Ask for Volunteer

Insurance Accounting & Statistical Assn. has given up the idea at this time of employing a paid secretary and is soliciting one of its members to step forward and agree to handle the headquarters task on a volunteer basis, with the assistance of a paid staff. R. L. Hughes of Iowa Life is chairman of the committee.

Carroll, Rossman Head New Equitable Field Departments

Equitable Society has created two new field departments in the west and south.

The southwestern department, with headquarters at Los Angeles, will embrace the nine agencies in California, Arizona and New Mexico. Arthur P. Carroll of the Stever-Carroll agency, Los Angeles, becomes director of agencies.

The new south central department at Kansas City covering Missouri, Kansas, Iowa, Nebraska, Oklahoma, Texas, Arkansas and Louisiana, will be in charge of Harold J. Rossman, at present agency manager at Houston.

Mr. Carroll joined the Prosser & Homans agency, New York, in 1930. In two years he was appointed a group supervisor and was named an assistant manager in the following year.

In 1937 he entered the home office as a member of President Parkinson's staff. He visited practically every agency. Two years ago, when the Ron Stever agency of Los Angeles was expanded, Mr. Carroll was appointed general agent of the new Stever-Carroll agency.

Mr. Rossman joined Equitable in 1920 in the Chicago cashier's office. Later he transferred to the agency department and was called to the home office in 1929. He was appointed superintendent of agencies of the southern department in 1934 and two years later filled a similar post for the New York City department.

When Equitable reentered Texas in 1937 Mr. Rossman was given direction of southeastern Texas, from headquarters in Houston.

Give Score Card on Guertin Legislation

Following is the status of Guertin legislation in those states in which such laws were needed at the beginning of 1947: Arizona (permissive) died on adjournment. Possibility legislation may be passed at a special session. District of Columbia (mandatory in 1950) in District of Columbia committee. Idaho (permissive) approved by governor. Kansas (permissive) passed house. Minnesota (mandatory 1948) passed house, on third reading in senate. New York (mandatory, 1948) signed by governor. North Dakota (permissive) passed both houses. Ohio (permissive) passed house, reported favorably in senate. Oklahoma (permissive) passed senate. Rhode Island (permissive) in corporation committee. South Dakota (permissive) approved by governor. Texas (permissive) reported favorably in senate. Utah (permissive) approved. Washington, (mandatory July 1, 1948) approved. Wyoming (permissive) approved.

Jesse Jones Venture

Commercial & Industrial Life of Houston, recently launched, is reported to be a Jesse Jones venture even though his name does not appear as an officer or director. Capital is \$350,000 and net surplus \$150,000. M. A. Backlund is president. It is writing life and A. & H.

Viering Is Promoted

HARTFORD—Donald J. Viering of Allen, Russell & Allen agency of Connecticut General, has been appointed assistant manager of the life department. He joined the agency in 1944 two years after graduating from Trinity College.

Keith S. Smith of Kankakee, Ill., has been notified that he led the entire field force of John Hancock Mutual in both volume and lives during 1946. This was the third successive year that this was accomplished.

MUTUAL LIFE AGENCY HEADS CONFER**"Over Saving" Doctrinaires Discredited: Patterson**

Characterizing life insurance as an institution whose goal is security, achieved by individual effort, for every person in the U. S., Alexander E. Patterson, president of Mutual Life, asserted that "this goal is a prize which has been promised by many silver-tongued orators abroad, but the citizens of no other country in the world can boast the economic security which has been achieved by 73 million American policyholders through their own efforts."

In his first speech since becoming president of Mutual Life, Mr. Patterson told the company's managers at their annual meeting at Hollywood, Fla., that when foreigners have even temporarily obtained a small measure of economic security it has been a poor kind of security.

"It has been obtained as a glittering handout from government, as an either-or choice between security and liberty. Ultimately and inevitably those who chose security in preference to liberty, as we know, lost both security and liberty.

Threat in U. S. Passes

"For a time it seemed that things might come to a similar pass in this country. Not so long ago the bee, the beaver and the squirrel were distinctly out of fashion in the United States. For one reason or other, saving to provide for the future was no longer a homely virtue, but one of the seven deadly sins. We were told that no investments would appear to put savings to work, so why save in the first place?

"All this is changed today. We see that in a world clamoring for machines, tools and houses, there should be no talk of 'too much saving.' We see boundless possibilities for putting policyholders' dollars to work, to benefit them twice over: to provide security in the first place and capital to raise their standards of living in the second. True, there are obstacles and problems in investment, but the opportunities are there if we but use our will and ingenuity to grasp them."

"Life insurance as an institution is completely in tune with the economic, political, and social basis on which our country rests."

Donald B. Woodward, 2d vice-president of Mutual Life, declared that the high level of taxation now makes it difficult to accumulate sufficient dollars to provide for future needs.

Only One Route

"Life insurance, which is the purchase of future dollars at a great discount, is, more than ever before, the only method by which the great majority of Americans can hope to provide those dollars," Mr. Woodward stated.

"All Americans," he continued, "who are working for a living, save in some form to provide future income for themselves and their beneficiaries. What they want to provide is not dollars, but a standard of living—food, clothing, shelter, education, etc."

"The cost of living is now close to the highest level in the country's history and, though it may fluctuate in the future, most students expect it to remain substantially higher than the average for the past century. This means that a larger capital sum is now necessary to provide for old age and for dependents, and that every individual's program for protection needs to be reexamined."

More than 75 agency heads and home office officials gathered for a five-day conference.

A review of agency progress was given by Roger Hull, vice-president and manager of agencies. Other company officials participating were Louis W. Dawson, Joseph B. Maclean, Leigh

Cruess, Oliver M. Whipple and Henry Verdelin, Julian S. Myrick, Clifford B. Reeves and J. McCall Hughes.

Joseph L. McMillin of Memphis said "the most important task confronting the institution is to secure a capable, honest, skilful and conscientious personnel as life underwriters."

How to Recruit

To recruit this personnel he urged managers and executives to steer promising students to point toward insurance as a life work. Then there should be careful selection and recruiting of promising young persons who are already occupied but whose present occupations do not appeal to them.

John A. Barker, Hartford, emphasized the importance of intensive training.

Loyd Gettys, Davenport, counseled the use of excellent judgment in selection and induction, to give them adequate and complete training, to supervise closely their activities, and to make certain that the managerial staff thoroughly understands the training program.

James P. McNeil, Jacksonville, gave a welcoming talk. A. H. Bennell, Pittsburgh, told of the work of the managers' advisory committee. There was a panel discussion on "Planning for Agency Building," the chairman being D. D. Briggs, superintendent of agencies.

H. D. Cadwell, superintendent of agencies, led a discussion on "Sources of Manpower." A conference on "Selecting the Proper Man," was directed by Stanton G. Hale, superintendent of agencies.

Mr. Briggs was in charge of a session

on "Presenting the Job." Ward Phelps, director of training, led a discussion on "Training and Supervising the New Man."

Other topics were "Financing the New Man Through the Incentive Earnings Plan," "Supervising the Assistant Manager" and "Supervising the Established Field Underwriter."

Mr. Hull pointed out that in 1942 new business was \$156 million; in 1943 it was \$171 million; in 1944, \$191; in 1945, \$203, and in 1946, \$294, the best year since 1931.

Insurance in force increased in 1943 by \$15.8 million, in 1944 by \$54.4 million; in 1945, by \$76.4 million, and in 1946 the total gain was \$159 million, the best since 1930.

The average policy was \$2,702 in 1941. This dropped to \$2,604 in 1942, then grew to \$3,037 in 1943, to \$3,489 in 1944, to \$3,799 in 1945, and in 1946 it was \$4,257, the highest in history.

Applications with Settlement

Prior to 1941, applications with settlement were about 10% of the total number. In 1942 it was 22%; in 1943, 30%; in 1944, 41%; in 1945, 45%; in 1946, 50%.

Declined cases amounted to 5.3% in 1942, 3.2% in 1943, 3.1% in 1944, 2.7% in 1945, 2% in 1946.

In 1942, 10% of total volume was coming from men under contract less than two years. This grew to 13% in 1943, 17% in 1944, 20% in 1945, and the total in 1946 was 28%.

Mutual Life had only 145 active contracts on the old form at the end of 1946. Only 10% of business in 1946 came from old form contracts.

The average production per full time active contract in 1946 was \$139,188.

Enrollments in the basic training course have been: 1944, 223; 1945, 555; 1946, 1,045.

Attendance at the various schools has been: 1944, 308; 1945, 318; 1946, 610; and so far this year, 346.

Texas Christian Course Transferred to Connecticut**McPherson, Cahill Remain in Charge: First Class June 9**

The life insurance marketing course at Texas Christian University will be transferred to the University of Connecticut with the first basic class beginning June 9.

The announcement was made jointly by the universities, sponsoring local groups, N.A.L.U., and L.I.A.M.A.

C. L. McPherson, director at T.C.U., will head the course at Connecticut. Daniel P. Cahill, assistant director, will

**D. P. Cahill****C. L. McPherson**

accompany him. At New London, succeeding basic classes will start October and February.

Mr. McPherson, formerly dean of Lynchburg College, entered life insurance in 1932. In 1946 he was associated with the course at Purdue. Mr. Cahill formerly represented Manhattan Life as Texas supervisor.

Complete T.C.U. Commitments

Commitments at T.C.U. will be carried out fully for those who have completed their basic and intermediate courses. The last intermediate class will begin March 31 and end May 2. Advanced 1-2-3 will be held July 28-Aug. 29.

One of the reasons for the transfer was the proximity of T.C.U. in Fort Worth to Southern Methodist in Dallas. It was felt that a better geographical distribution would bring the advantages of the schools to a larger number of companies and students. The University of Connecticut, near the life insurance center of Hartford, was chosen to serve the eastern states. The university has a background of interest in life insurance sales training.

It was agreed that the course at Southern Methodist could handle adequately the southwest training program. The midwest is represented by Purdue. Plans are being discussed for a school at the University of Alabama for the southeastern area. It is hoped that a course can be placed on the Pacific Coast.

The transfer action was taken at a meeting in Fort Worth. In attendance were M. E. Sadler, president, and Ellis M. Sowell, dean of the business school of Texas Christian; Charles J. Zimmerman, L.I.A.M.A.; John J. Bannon, Jr., Reliable Life, president of the Fort Worth General Agents and Managers Club; and the club's sponsoring educational committee of Felix Hargis, Jefferson Standard, chairman; James D. Edgecomb, John Hancock; J. Harold Sharpe, General American; Ralph J. Beaver, Bankers Life; R. L. Christenberry, National Life and Accident; and Arthur L. Weir, Franklin Life.

At Connecticut the marketing course (CONTINUED ON PAGE 20)

Penn Mutual Centennial Movie

The Penn Mutual Centennial animated motion picture, "100 Years of Security,"—a combination history of the Company and annual statement—is booked for showings in the following cities during the next ten days:

- April 9, St. Paul, Saginaw, Cleveland, and Peoria.
- April 10, Omaha, Jackson and Philadelphia.
- April 11, Lansing, Des Moines, Baltimore and Canton, Ohio.
- April 12, Charleston, W. Va.
- April 14, Waterloo, Ia., Portland, Ore., and Salt Lake City.
- April 15, Harrisburg and Washington, D. C.

Advertisements in local newspapers announce the place and hour of the showing, and cards of admission for policyholders and friends may be secured by telephoning or writing the Penn Mutual General Agent in that city.

1847 — Penn Mutual Centennial — 1947

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THE PENN MUTUAL LIFE INSURANCE CO.

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

Midland Mutual Holds First Post-War Agency Rally at New Home Office

Midland Mutual Life held its first postwar agents convention at Columbus with 200 in attendance. Some of the sessions were held at the handsome new home office building, Fifth and Broad streets, which has an auditorium seating 300. The gathering at the home office gave the agents an opportunity to inspect the building. The structure formerly was the home of the Elks. It has been remodeled and has been handsomely redecorated.

A conference of general agents was held on the day preceding the opening of the convention. J. A. Hawkins, vice-president and manager of agencies, opened the meeting the next morning. Then followed an inspection tour of the building. S. Byrl Ross, general agent of Parkersburg, W. Va., gave a talk on "Resourcefulness, Developing It," and then there was a luncheon session that was addressed by Dr. Harry Dingman, vice-president and medical director of Continental Assurance. The Columbus representatives of Continental were guests at luncheon and general agents of other life insurance companies in Columbus were invited in later to hear Dr. Dingman.

In the afternoon, Bertram B. Fleming of Springfield talked on "Prospecting"

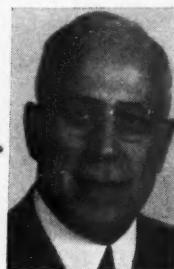
and Charles E. Sherer, general agent at Marion, discussed "Depth Selling." Harold J. Plack, Sr., general agent at Peoria, had for his subject "Telephone Technique for Securing Interviews" and Charles W. Grady, company auditor, explained company forms and how and when to use them.

L. B. Breneman, general agent of Lancaster, Pa., was in charge of the morning session and P. R. Marshall, general agent at Lima, presided at the afternoon session.

The next day the morning session was under the direction of Glenn C. Ross, general agent of Reading, Pa. President George W. Steinman gave an address and C. O. Sullivan, vice-president and actuary, explained the Guertin law. Mr. Breneman spoke on "Building Prestige" and Walter C. Hart, general agent of Cleveland, discussed "Selling Income Instead of Lump Sum." James R. May-

field, general agent of Indianapolis, was chairman of the afternoon meeting, when Mr. Marshall talked on "Selling Farmers" and E. P. Tice, Jr., Columbus, explained the tax advantages of life insurance.

A panel discussion took place on "The Application of Life Insurance to the Dilemma of High Taxes, Low Interest and High Cost of Living." The com-



J. A. Hawkins



G. W. Steinman

mittee in charge was composed of Paul C. Trump, general agent, Dayton, chairman; L. K. McGinnis, Marion, and E. P. Tice, Jr. "Methodology" was the theme of a later conference, which had been arranged by a committee of which James H. Moorcroft, Detroit, was chairman.

Panel Discussions

At the final session there were panel discussions and demonstrations. Mr. Plack presided. The one interview method was demonstrated by Sam E. Smith, Fairmont, W. Va., chairman; William S. Woodrow, South Charleston, W. Va., and Martin V. Chapman, Huntington, W. Va. The two interview method was explained by C. E. Sherer, chairman; Leroy E. Sherer, Marion, and J. N. Sokohl, Philadelphia. "Sole Proprietorship" was the theme of talks and demonstrations, in which R. S. Moore of the home office, chairman; Lloyd T. Stillson, general agent, Youngstown, and George W. Klingensmith, general agent, Pittsburgh, took part. James E. Fusco of Columbus was chairman of a session on "Partnership" when talks and demonstrations were given by Mr. Fusco, G. A. B. Woodley and W. H. Newton, all of Columbus.

This was followed by an address on "Personal Solicitation vs. Pension Trusts" by Herman O. Tice of Columbus.

The meeting was closed with a luncheon address by Arthur H. Drayton of Des Moines.

Steinman Presides

President Steinman presided at the luncheon and introduced the special guests who included Superintendent Shield of Ohio; Walter A. Robinson, assistant superintendent, and Lee Parker, president, American Service Bureau. He also presented the directors present, who included B. G. Huntington, who is president of Huntington National Bank, Charles J. Kurtz, Howard P. Stallman, Dr. A. R. Stone, C. O. Sullivan, A. K. Thomas, Dr. E. H. Wilson and F. J. Wright. Mr. Huntington gave a short talk.

Dr. A. R. Stone, the medical director, introduced Dr. Dingman.

Dr. Dingman said that subconsciously a medical director can form an opinion of an applicant by glancing at the name of the agent. He said some agents give all facts about an applicant without being questioned; others will answer certain questions if they are pressed, while some are disposed to withhold unfavorable facts. Many an agent, he asserted, has lost a good case because he has not been willing to follow up the application with the information necessary for an intelligent analysis by the medical department.

The new home office building has been completely remodeled, redecorated and refurnished at a cost of \$750,000. It contains 36,000 feet of floor space. The home office is air-conditioned through-

Plan Regional and Congress at Omaha

OMAHA — What agency managers should do for field men will be the topic of an area conference of general agents and managers associations of five states at the Paxton hotel here April 15. A sales congress sponsored by the Omaha Assn. of Life Underwriters will be held at the hotel April 16, also drawing attendance from Nebraska, Iowa, Colorado, Kansas and Missouri.

Paul C. Kaul, Omaha manager Connecticut Mutual, is chairman of the area conference. W. A. Fowler, general agent John Hancock, is in charge of arrangements for the congress.

Speakers for the area conference will be W. K. Niemann, agency manager Bankers Life at Des Moines, and Francis L. Merritt, vice-president and agency director Central Life of Iowa. Mr. Niemann will talk in the afternoon on "Enthusiasm—Responsibility of Managers" and "Training New Men." Motion pictures showing that good sound work habits are important for new men will illustrate his talk.

Also on the afternoon session will be a round table discussion of problems of general agents, managers and their men, conducted by Ned G. Patrick, Omaha, general agent Massachusetts Mutual, and Carl W. Ledgerwood, manager New York Life. Mr. Merritt will talk at a dinner session on "Our Real Obligation to Our Men."

Philip B. Hobbs, Equitable Society agency manager, Chicago, president N.A.L.U., will address the congress. Other speakers will include C. L. Premer, Omaha, New England Mutual, president Omaha association; Ivan Childs, Scottsbluff, Neb., Bankers Life of Iowa; A. L. Colman, Omaha, superintendent National Life & Accident; Harold J. Cummings, president Minnesota Mutual.

Mr. Hobbs also will speak at a public affairs luncheon of the Omaha Chamber of Commerce.

out with the exception of the auditorium. Pipe-in background music is furnished to most of the departments for 20 minutes of each working hour and all through the noon hour. Automatic telephones take care of inner office communications, including local calls.

Special types of wood are used in some of the rooms, and the decorations and furnishings are all in harmony. There will be a library, containing hundreds of volumes.

Midland Mutual was organized by a group of central Ohio citizens, who felt that in the light of the disclosures of the Armstrong investigation a new company in Ohio was desirable. The idea originated in the mind of B. F. Reinmund. The incorporation articles were drafted by Harry O. Arnold, who some years later became president. The first president was Dr. W. O. Thompson, who was president of Ohio State University.

The company occupied rooms in three office buildings down town at Columbus before moving to 580 East Broad street, from which it moved to its present home. Lot H. Brown, long active in insurance affairs in Ohio, was its first superintendent of agencies. He had for his assistants, E. P. Tice and Herman P. Jeffers. The first policy was issued to Dr. Thompson. He died in 1933.

Insurance in force today amounts to \$173 million. The assets are \$54 million and the number of policies in force is 80,000.

Several social features were arranged for the ladies during the convention. Mrs. Herman O. Tice was hostess at a luncheon for the wives of the general agents and Mrs. J. A. Hawkins entertained all the women at a luncheon.

Harry Treuhaft, general agent at San Diego, traveled farther than any other representative of the company to attend. He was accompanied by Mrs. Treuhaft.

LOGIC FOR THE AVERAGE MAN

When a prospect offers the objection, "I can do better with my money," counter with one or both of these winning answers.

First, if a man does not save his money in life insurance he will save it in some other way—which may give him no return, or a very small return which will be taxable at the very highest rate his income reaches, since such return is in addition to his earned income and any other income he may have and thus falls within his top bracket for taxation. By comparison, such low net returns from other investments show life insurance to be the productive investment it really is.

Secondly, consider the element of risk. There is virtually no other investment which can compete with loss-proof life insurance on the basis of safety. And if it is pointed out that when one dollar of principal is lost, it takes another dollar, working day and night at 2½% interest for 28 years, to regain the dollar which was lost, a reasonable man cannot fail to agree that life insurance is the best investment for the average man.

Insurance In Force February 28, 1947 — \$313,329,020

COMMONWEALTH
LIFE INSURANCE COMPANY
LOUISVILLE • MORTON BOYD, President

Once again congratulations are being given to all the members of the President's Club. They are the star producers for Kansas City Life.

This year there are 169 members, 26 of whom qualified during their first year of service. Their 1947 meeting begins April 7th in New Orleans.

H. E. KAPP
KENTUCKY
President
Leader in Volume



W. D. KINDER
WASHINGTON
Vice-President
Gross Premiums

BEN EPSTEIN
TEXAS
Vice-President
Average Size Sale

The leaders in volume, premiums, average size sale and number of sales become the Club officers. Each qualified for office for the first time this year.

Every President's Club roster has been longer than the one before. The reason is clear—Club membership is a mark of distinction within the industry and with the public.

C. C. MERRITT
IOWA
Vice-President
Number of Sales

Name Scott to Head Provident Mutual General Agents

J. Stinson Scott of Rochester was elected president of the Provident Mutual General Agents Assn. at the annual meeting at Palm Beach last week. Mr. Scott is also president of the New York State Life Underwriters Assn. Lowell W. Davis of Hartford was elected vice-president and Eber M. Spence, Indianapolis, was elected secretary-treasurer.

Outstanding on the program were two panels dealing with sales presentations and recruiting.

Sales Ideas were given by Allen L. Dickey, New York; Dudley F. Clark, Portland, Ore.; Charles S. Peck, Allentown; Sherman O. Schumacher, Akron,



J. S. Scott

and Clarence E. Tobias, Jr., Norris town.

The recruiting panel began with an analysis of the company's recruiting results by Henry Bossert, Jr., assistant manager of agencies, and included specific recruiting methods by Samuel P. Quarles, Kansas City; Roland D. Benster, Detroit; J. Henry Hooper, Baltimore; W. Lawrence Rotz, Decatur; Lewis C. Sprague, New York, and Elwood T. Starbuck, San Francisco. Willard K. Wise, vice-president and manager of agencies, closed the session with an inspirational talk.

New Training Course Announced

Nelson A. White, assistant manager of agencies, announced a new training course. Medical Director Ernest J. Dewees discussed changes and improvements of medical examinations, and Thomas A. Bradshaw, general counsel, announced the preparation of a new option manual.

President M. Albert Linton reviewed his talk on the status of the company which was presented to round table members the previous week.

Clancy D. Connell, New York, past president of the National association, was presented with a pen and pencil

set by Paul W. Schenck, Greensboro, on behalf of the association.

Chairman of the various sessions were Willard Ewing, Chicago; William Peterson, Seattle; W. Henry Blohm, Cincinnati; Mr. Scott, and Mr. Brake, Sioux City.

Tells Value of Super-Calculators

NEW YORK—While "super-calculators" developed during the war are still research projects, the time has come when life companies should seriously consider their possibilities for use in certain types of actuarial calculations, Robert R. Seeber, Jr., of the Watson Scientific Computing Laboratory of Columbia University, told the junior branch of the Actuaries Club of New York.

Describing the International Business Machines Corp. automatic sequence controlled calculator, presented to Harvard by the company in 1944, Mr. Seeber said its particular merit was its ability to solve a series of difficult problems without intervening manual operations. For example, the machine could be set up to compute the premiums, reserves and cash values for policies and then apply the factors to each age in sequence, say from age 10 to age 96. It could even produce the answers for different types of policies, such as ordinary life, 20 payment life and 20 year endowment.

Best with Repetitive Problems

The machine is at its best, said Mr. Seeber, with problems involving a large element of repetition. For a "one-time" problem there is no great gain in efficiency.

Mr. Seeber was candid in discussing the cost angle. He pointed out that a super-calculator is very expensive and the equipment may have to stand idle much of the time. In case of failure of some essential part the whole machine is tied up, whereas if an ordinary calculator breaks down the work can be carried on with other similar units.

The super-calculator can be used to study large masses of material, as in actuarial studies. Here again the element of repetition must be considered. Also, data must be analyzed thoroughly before being fed into the machine.

Comparisons Hard to Make

It is difficult to evaluate the time saved with a super-calculator over punch-card machines, said Mr. Seeber. It is estimated that the Harvard machine is about 100 times as fast as a man with a desk computing machine. On a dollar outlay basis it is estimated that a punch-card equipment is from three to 10 times as fast as a desk computer, depending on the type of operation.

Mr. Seeber mentioned "ENIAC" developed at University of Pennsylvania and now in use at the army proving ground at Aberdeen, Md., which is an electronic computer. This is faster on a given operation but cannot be set up for the lengthy sequence of operations that is possible with the Harvard machine, which works through electromagnets. ENIAC requires more manual operations between steps than does the Harvard calculator.

Another interesting development is the "memory tube" something like a television image tube, on which up to 1,000 digits can be recorded.

Guertin Bill Progress

The insurance committee of the Ohio senate has recommended passage of the Guertin bill. It has passed the house.

Wilmer M. Hammond, Los Angeles general agent of Aetna Life, Monday celebrated his 22nd year in that post and was guest at an open house in his home arranged by the office staff as a surprise.

N. W. Nat'l Men Set for 2 Weeks in Mexico

Northwestern National Life qualifiers and their wives and members of the home office staff—some 375 in all—are leaving April 7 on a two weeks' convention trip to Mexico City.

Two special trains will carry the party, one originating at Minneapolis. A second train will be made up at St. Louis, and at San Antonio special cars bearing the Texas and west coast delegations will be added.

Six Days in Mexico City

Six full days will be spent in Mexico City and on sight-seeing trips in the vicinity. The party will be quartered at three hotels.

An informal get-together dinner will celebrate the first evening at Mexico City. At final dinner April 18 at San Jacinto Inn near Houston, Texas, President O. J. Arnold will salute the Big Ten, the 10 leading producers and also field and home office men who recently passed significant anniversaries of service.



Two Fine Association Schools Using R & R's New "CAREER COURSE" Are Now Underway.

THE OAKLAND-EAST BAY ASSOCIATION SCHOOL is now in its sixth week, and Lou K. Newfield, president, says: "Perhaps no single activity of the Association has been so highly approved and enthusiastically supported by the membership as this excellent educational project which tomorrow will enter its sixth week. We look for some very fine results when the three month's effort is completed."

THE PITTSBURGH ASSOCIATION is opening its school this week with an enrollment of about 150.

THE "CAREER COURSE" has also been selected by the Purdue University School of Life Insurance Marketing as the official text for the Intermediate Sessions.

* * *

WE ARE GLAD THAT THIS INSTITUTIONAL INTERMEDIATE TEXT IS FITTING INTO THE GENERAL, OVERALL TRAINING PROGRAM IN AN EFFECTIVE MANNER.



PAUL SPEICHER
Managing Editor

**THE INSURANCE
RESEARCH & REVIEW SERVICE
INDIANAPOLIS**

TERM INSURANCE ON THE BEST TERMS

CONVERTIBLE TERM insurance guarantees that the policyholder *may* change to a permanent plan of insurance. What it does not guarantee is that the policyholder *can* convert.

Hence Occidental's 5 and 10-year Term plans that guarantee a man may renew if he can't convert. He may renew, in fact, until policy anniversary nearest his age 60.

Renewal rates? They're guaranteed in the policy, too—today's rates. So are today's Ordinary Life rates for conversion—good until anniversary nearest age 65.

These plans are sold with Family income and \$10 a month Income Disability. Substandard, too.

That's why buyers who want an option on permanent insurance today with the right to renew that option tomorrow like these Occidental Renewable and Convertible Term plans.

**OCCIDENTAL LIFE Insurance Company
of California** • V. H. JENKINS, Senior Vice-President

"We pay lifetime renewals—they last as long as you do"

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L.I.A.M.A. Alumni Meet at Hartford

The annual luncheon and sales congress of the Atlantic Alumni Assn. organization of graduates of L.I.A.M.A. schools, is scheduled for April 11 at the Hotel Bond, Hartford. This will be the first to meet in the home city since 1929 and a record attendance is expected. Harold Smyth, general agent



HAROLD SMYTH

National of Vermont, Hartford, is in charge of arrangements. New officers will be elected.

The one-day meeting will include a luncheon with J. Harry Wood, executive vice-president of the Paul Revere Life, as speaker. Mr. Wood was for several years L.I.A.M.A. director of schools.

Speakers scheduled for the sales congress are: Theodore L. Fowler, Union Central, Boston; Raymond J. Casey, John Hancock, Mt. Vernon, N. Y.; Charles J. Zimmerman and Lewis W. S. Chapman, L.I.A.M.A.; David B. Fluegelman, Northwestern Mutual, New York.

Obsolete Wills, High Taxes Cause Estate Shrinkage

Recent changes in tax laws have caused shrinkage in accumulated property now being distributed by obsolete wills, A. M. McNickle, director of estate planning of Kennedy Sinclair, Inc., New York, told the Connecticut Life Insurance & Trust Council at a meeting at New Haven.

Examination of probate records reveals, he said, that many estates now being distributed by obsolete wills are being subjected to unnecessary shrinkage, in some instances as high as 40 or 50%, before children inherit the property. In many cases this shrinkage is due, not to any neglect on the part of the property owner or his attorney, but rather to the numerous recent changes in estate tax law.

Mr. McNickle gave illustrations of how economic changes of the past 10 years have jeopardized the future financial welfare of beneficiaries of accumulated property. Present low interest rates, combined with high living costs and high taxes, have acted to reduce the standard of living of dependent beneficiaries. Death taxes in particular are taking severe toll of estates.

He said it is still possible to protect one's estate from the inroads of these economic changes but to do so the property owner should consult with attorneys, life underwriters and trust officers who have made a study of the problems of real estate distribution.

Ray Hodges, vice-president of Ohio National Life, visited San Antonio, conferring with Henry Coutret, general agent, last week.

Freyburger Reviews Annuity, Pension Tax

Walter D. Freyburger, tax counsel of New York Life, discussed "Some Tax Aspects of Annuities and Pension Plans" before the committee of banking institutions on taxation in New York.

Describing annuities to which he referred as "insurance against living too long," which are purchased out of capital of the individual and not by taxpayers' money, he said there should be no punitive tax against such contracts, Mr. Freyburger declared that under existing federal income tax law the annuity is taxed on part of his capital.

The 3% method of taxing annuity payments was intended to tax the interest element represented in the annuity payments, he said, pointing out that the rule had more justification in 1934 when insurance companies might earn 4 or 5% on their investments than today when they do very well to earn 3%.

"If the annuitant were required to pay 3% on one-half of the cost of the annuity he would come nearer to paying a tax only on interest than he does under the present law," Mr. Freyburger stated.

He cited cases to prove the inequity and unfairness of the 3% rule and suggested as a remedy the adoption by law makers of the recommendation contained in the report of the joint committee on internal revenue.

This report recommended the abandonment of the 3% rule and the substitution of a method using a uniform yearly exclusion based upon the size of the annuitant's contribution and upon his life expectancy at the time the annuity period begins.

Not Out of Line

This suggestion, Mr. Freyburger said, conforms in general with the legislation adopted last year in Canada.

Discussing income, gift and estate tax impositions in connection with death benefits payable under annuity and pension plans, Mr. Freyburger pointed to the complexities of the laws pertaining to death benefits paid a widow by an employer following custom only where no obligation is involved and also under a formal plan where the employer reserves the right to discontinue the plan.

He suggested as a possible solution the income tax exemption of death benefits up to a reasonable amount such as one year's salary. Such exemption, he said, might be justified in that it generally only partially offsets the loss from death of the breadwinner. As an alternative solution, he suggested that the death benefit be considered as a long term capital gain.

Mr. Freyburger cited a hypothetical case where the death benefit payment might result in additional income tax and gift tax to the employee, an estate tax and an income tax to the widow. Such an aggregate of tax burdens may leave little for the widow, he concluded.

Summing up his arguments, Mr. Freyburger said: "considering all of the equities involved, an income tax based on actual payments received, under employe death benefit plans, taxable as received, with a provision that if such payment is made all in one year the income shall be considered a long-term capital gain, and the elimination of the gift and estate taxes, would appear to be a sensible solution to the many vexatious problems which involve uncertain and multitudinous taxes."

Work Week Shortened

The Travelers companies have installed a 37½-hour work week, with salary payments the same as for the 40-hour week. A poll of employees showed they believed the same amount of work could be accomplished in shorter hours.

Colonial Life Dividend

Colonial Life has declared a dividend of \$1 per share on capital stock payable to stockholders of record March 26, 1947.

WHY NOT BUILD YOUR OWN AGENCY?

Yes, Why Not Cash in On Your Ability to Organize and Head Up Your Own Office?

No matter how good you are, you can only go so far as a personal producer. Then to advance, you must multiply yourself through an organization of able producers.

If you have a good record as a personal producer . . . if you have the necessary spark of initiative and organizational ability . . . why not check with us on the possibilities of the immense future you might enjoy at the head of your own agency?

30%

A remarkable record of growth . . . an in-force gain of 30% during the single year of 1946 . . . reflects the rich possibilities of progressive principles combined with real merchandise and purposeful cooperation.

One of Our Prominent General Agents Says:

"I would choose C.A.C. because it has financial standing to satisfy any prospect, a selection of policies second to none, service is equal to the best, and its people are human in helping you work out your entire insurance problems."

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One of America's fastest growing life insurance institutions.
• •

Ask for Details About Our Splendid Agency Plan

Continental
ASSURANCE COMPANY
CHICAGO ILLINOIS

affiliated with

CONTINENTAL CASUALTY COMPANY
TRANSPORTATION INSURANCE COMPANY

Knowledge, Skill, Equipment, Prestige, Assistance Stressed by R. C. Johnson

Raymond C. Johnson, assistant vice-president of New York Life, in addressing the meeting of Kentucky State Life Underwriters Assn. at Louisville, converted to life insurance selling the advice of a doctor to a young man just starting the practice of medicine that each year he should invest some of his

time and earnings in acquiring the necessary knowledge and skills, necessary instruments and equipment, adequate assistance and prestige. Translating these precepts to life insurance, Mr. Johnson observed that insurance knowledge today means a great deal more than it did even 10 years ago because life has be-

come increasingly complex.

The agent's job today consists of creating and conserving estates, not merely creating them. Knowledge today is money in the bank against which the agent can draw checks almost daily, the speaker said. A few minutes each day invested in studying some of the many excellent courses that are available on program selling, business insurance, taxation and estate conservation will bring tremendous returns, he said.

He emphasized that the next step is to convert that knowledge to practical use, and that is where skill comes in.

Tools and equipment range all the way from a settlement option slide rule to an electric automatic calculating machine. A few dollars invested here bring handsome returns. It consists of labor saving or time saving devices "which help you to multiply yourself."

For instance, the use of a dictating machine may enable the agent to spend more time on the street. Direct mail, if properly used, saves time in prospecting. Calendars and other forms of personal advertising save time by keeping the agent's name before policyholders without the necessity of personal calls, are good prestige builders.

Hiring Others for Detail

On the score of assistance, he mentioned the employing of secretaries to relieve the agent of office detail. Some of the large producers are employing other types of assistance, such as men to arrange appointments for them, insurance and tax lawyers. He said Robert Wall of Brooklyn is an outstanding example. "He multiplies himself," Mr. Johnson said, "by employing the services of others, but through constant study and personal application, he keeps himself better informed than any of his associates."

When it comes to prestige, Mr. Johnson spoke of the reputations that can be made by engaging in civic activities and taking a lead in life underwriter affairs. However, Mr. Johnson cautioned against permitting expenditures of time or money to get out of proportion to the income they produce. "Only buy what we can use," he counseled; "hire someone only if we can use the time saved to better advantage."

The present world crisis demands that every American personally help to make democracy a living, working philosophy and not merely an abstract ideology, Holgar J. Johnson, president of Institute of Life Insurance, declared in addressing the Louisville meeting.

As to business, its responsibility is to perform always with an eye to public interest and democratic progress and to help carry to the public the story of the accomplishments and progress under this system.

More than 300 attended the sales congress. Mr. Johnson addressed the luncheon session at which Commonwealth Life was host.

Gilbert J. Wellman, Commonwealth Life, Delphos, O., who has made a remarkable record for personal production since entering the business last year, described the prospecting methods he has developed.

Other speakers were Harry J. Syphus, Salt Lake City, general agent of Beneficial Life, and Leo Rapp, assistant manager of Prudential at Chicago.

Harrisburg Chapter Holds Business Insurance Session

Nearly 200 attended a meeting of the Harrisburg C.L.U. chapter for a discussion of business insurance and taxation.

Speakers were: B. Carl Wharton, "Partnership Insurance;" James W. Runk, "Key Man Insurance," and John H. Bream, "Legal Phases." A. F. Tripp, general chairman, was moderator in the morning session and James P. Bisset, chapter president, at the afternoon session.

Participating in a panel discussion were Earl H. Schaeffer, Russell G. Williams, Bruce E. Butt and Ralph Lilly.

Gillespie, Albert Are Promoted

W. W. Gillespie, assistant manager of agencies of Pacific Mutual Life, has been promoted to manager of agencies. He succeeds Jens Smith, who recently in partnership with A. C. Krauel became home office general agent.

Following Mr. Gillespie's promotion, N. W. Albert, for the last six years statistician in the agency department, has been promoted to assistant manager of agencies.

Mr. Gillespie went to the home office as an assistant agency manager in August, 1944, from the Rappaport agency of Chicago, with which he had been associated for a number of years.

Mr. Albert, who has been with the company for 21 years, also went to the home office from Chicago.



W. W. Gillespie

Almy Made Chairman of Superintendents of Agents

John H. Almy, superintendent of agencies of Metropolitan Life's metropolitan territory—New York City, Westchester county and Long Island—has been appointed to the newly established official position of chairman of superintendents of agencies. Under the direction of Cecil J. North, vice-president, he will preside over the monthly conferences of the company's 13 superintendents of agencies.

Mr. Almy has been with Metropolitan nearly 38 years, having joined the company as an agent in California in 1909. In 1924 he was appointed superintendent of agencies for the Pacific Coast and served in various territories until his assignment earlier this year to his present territory.

NLRB Orders Issued

WASHINGTON—National labor relations board orders have been issued in cases concerning Peoples Life of Washington and Polish National Alliance. In the former case the board dismissed petitions for investigation and certification of representatives of employees filed by Industrial & Ordinary Insurance Agents Council, and Industrial & Ordinary Insurance Agents Union No. 23316, both AFL.

The board found inappropriate bargaining units sought to be established by the petitions. The unions contended that separate units of agents at Rappahannock and Alexandria, Va., be found appropriate. The company contended the unit should be state-wide in scope, covering employees of 15 district offices and 12 sub-offices, although "there appears to be no state-wide organization, as such, within the employer's framework," N. L. R. B. said. The board has a general policy in favor of state-wide bargaining arrangements.

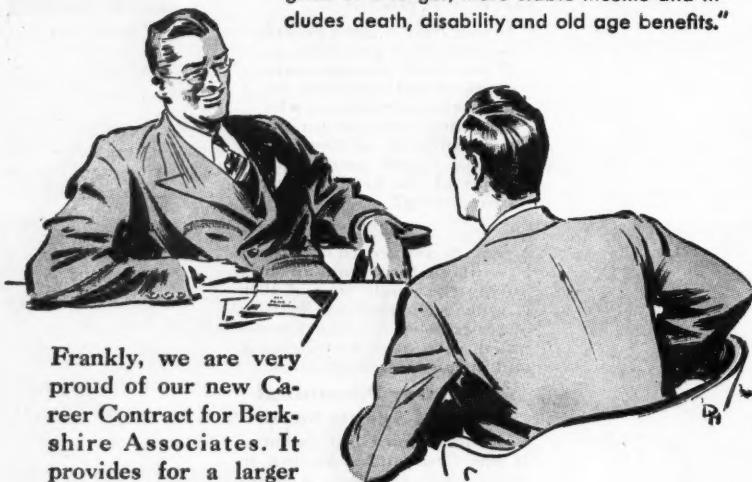
In the Polish National case, NLRB found all office employees at Chicago office, excluding a number of specified classes and individuals, who include elected officials, supervisory employees, etc., constitute a unit appropriate for collective bargaining.

The board ordered an election to be held within 30 days among members of the unit to determine whether they desire to be represented by Polish Alliance Employes Assn. or by Office Employes International Union, local 28, or by neither. The employes association petitioned the board for investigation and local 28 intervened.

Benefit Assn. of Railway Employees, Chicago, has been licensed in Canada to write accident and sickness insurance. H. J. Donley, Kenora, Ont., is Canadian chief agent.

THERE'S LIFE IN THE BERKSHIRE

"Our new Career Contract is certainly tops! It gives us a larger, more stable income and includes death, disability and old age benefits."



Frankly, we are very proud of our new Career Contract for Berkshire Associates. It provides for a larger and more stable in-

come to the career man through the larger second year commission and the personal continuity credits during the entire premium paying period of the policy. It provides for a level lifetime income in old age with no contribution required of the agent. On death of the agent, it provides immediate cash for a clean-up fund and an income for 10 years thereafter. It also provides for a continuing income to the agent who becomes disabled.

Every effort has been made to provide the most modern and the best system of compensation for the benefit of our present full-time career underwriters, and also for the new men who will become associated with the Berkshire in the years to come.

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Berkshire
LIFE INSURANCE COMPANY
INCORPORATED 1851

HARRISON L. AMBER, President

PITTSFIELD, MASS.



*The COLUMBIAN NATIONAL
LIFE INSURANCE Company*
BOSTON, MASSACHUSETTS

For Each \$100 in Liabilities, Over \$113 in Assets

• A NEW ENGLAND INSTITUTION •



1,200 NEW PENSION PLANS INSTALLED IN 1946: GOLDSTEIN

MEMPHIS—Latest figures indicate that about 1,200 new pension and deferred distribution profit sharing plans were installed in the United States during 1946, comparing very favorably with the average of approximately 2,000 to 2,500 a year during the war years, said Meyer M. Goldstein, director of the Pension Planning Co. of New York and general agent Connecticut Mutual Life, at a joint meeting of the Memphis C.L.U. chapter, chamber of commerce, trust officers, attorneys, accountants and the Memphis Life Underwriters Assn.

Mr. Goldstein said the 1946 showing was especially remarkable when it is remembered that there were only about 1,200 of these plans in existence at the time of Pearl Harbor, despite the 75 years or so of development of such plans in this country. He also pointed out that post-war changes and conditions are resulting in an increasing number of amendments to existing plans.

Many Made Inadequate

One of the major causes necessitating pension plan amendment is the sudden high increased plateau of wages and living costs which have resulted in probably nine out of 10 existing plans providing less than the original objective of a pension sufficient to assist employees to maintain their living standards, which are related to final pay at the time of retirement.

Many employers with pension plans which have utilized retirement income

policies as the funding method are concerned about the fixed premium commitment that they will be called upon to pay in bad years as well as good. They are amending these plans to give them greater flexibility as to employer contributions to permit them to make maximum tax deductible contributions in peak years, lower contributions in average years and, if necessary, to suspend contributions entirely in bad years, all without necessarily affecting employee pension benefits as they become due.

Another large area of overhauling concerns many existing deferred distribution profit sharing plans, which were established in the hope that they would be a partial substitute for pension plans and also a substitute for increases in take-home pay. In both of these respects, these plans have proved generally unsatisfactory and hence usually the solution has been to amend them into a flexibly funded pension system with adequate pensions based on the length of service of all employees and permitting employer contributions likewise to be geared to the business cycle, Mr. Goldstein said.

Retires at 80 After 64 Years with Travelers

Edwin K. Barrows, 80, oldest employee in age and in length of service, retired Monday after 64 years with Travelers. He has the longest record of service in the organization's history.

When he joined Travelers as an office boy, it was less than 20 years old and its founder, James G. Batterson, was still its active head. Mr. Barrows served in the mailing department, mortgage loan division, and audit department, becoming assistant auditor in 1915.

Mr. Barrows' father was one of the original six members of the firm. Mr. Barrows himself has worked under all five of the Travelers presidents. Two of his three sons are with Travelers. Edwin D. is cashier at Springfield, Mass., and Colbert K. is an agent at Hartford.

Confirm Alexander in Ia.

DES MOINES—The senate has confirmed the appointment of Sterling A. Alexander as insurance commissioner. A move is under way in the legislature to increase the salary from \$5,000 to \$6,000.

THE UNITY LIFE & ACCIDENT INSURANCE ASSOCIATION

*Insures
The Whole Family*

Unity agents are equipped to serve every need for personal insurance. Juvenile policies our specialty.

E. R. DEMING
President

L. J. BAYLEY
Secretary

HOME OFFICE—SYRACUSE, N. Y.

Illinois Round Table Program Announced

The program for the meeting of the Illinois Round Table to be held the afternoon of April 25 in the Congress hotel, Chicago, during the annual meeting of the Illinois Assn. of Life Underwriters and the sales congress of the Chicago association has been announced.

The speakers will be Nathan H. Weiss, Persons agency of Mutual Life, and Joseph G. Carmen, Prudential, both of Chicago, and Prof. Russell C. Tomlinson of Lake Forest, Ill., who has addressed the Chicago life men on two other occasions on the art of using the voice.

The nominating committee appointed to prepare a slate of new officers for the state association consists of F. P. Beiriger, general agent Connecticut Mutual, Rockford; W. B. Buckley, manager Metropolitan, Mt. Vernon; T. A. Lauer, Joliet, district agent, and C. F. Axelson, special agent, the latter two being with Northwestern Mutual.

The annual state meeting will be held from 11 a. m. till noon April 25 and the Illinois Round Table and general agents and managers conference sponsored by the Life Agency Managers of Chicago will start at 1:30 p. m. The sales congress the next day will open at 9 a. m. in the Congress hotel.

Group Bill Reintroduced

LANSING—Sen. Arthur Wood, Detroit, has introduced a bill in the Michigan legislature which is a replica of the amended version of an earlier measure he offered providing for changes in the group life law.

The first bill after it had reached the order of final passage, was extensively amended and finally referred to the insurance committee. Thereupon Wood introduced his new bill, one of the main provisions of which is an increase from \$2,000 to \$5,000 in the maximum for credit groups. A \$20,000 ceiling on group insurance coverage for an individual insured, except for pension plans, also is included.

Amendments embody the so-called "standard provisions" for group life worked out by the commissioners' committee. While the bill cannot be considered a "department bill" it is said to have the blessing of departmental authorities who, however, would not oppose some minor amendments.

FIRST IN WAR...

FIRST IN PEACE...

Life insurance, of course, was second to no other institution in the proportion of its man power and its money contributed to winning the war.

Now, in Peace, Life Insurance is pouring its funds into financing the necessary rebuilding of the nation's industry and the resumption of progress.

And, meanwhile, it continues to aid individuals with their own personal plans for security.

The
**NATIONAL LIFE
AND ACCIDENT
Insurance Company, Inc.**



HOME OFFICE NASHVILLE NATIONAL BLDG.
TENNESSEE

EDITORIAL COMMENT

Insurance Is a Composite Industry

The average premium payer insures with an agency or an individual or a company. He might be able to name the company or companies which carry his life insurance, but he would be keen indeed if he could remember where his fire insurance was carried. He might be able to name the company that has the automobile insurance, but as a rule the buyer deals with insurance agencies or an individual and the person who looks after his insurance affairs is his "my insurance man."

The same attitude is noticed with legislators. They make no distinction as to the variety of insurance. Insurance covers a wide territory. When any branch of insurance is subject to attack and the newspapers give it publicity, the entire insurance fraternity suffers to a certain extent. Therefore, it is very essential that insurance people keep this in mind, and particularly at this time when we are all engaged in studying public law 15 and still have scars from the U. S. Supreme Court decision that insurance is commerce. The whole body of insurance is affected.

The difficulty is that each branch gives consideration to its particular affairs and does not keep in mind the other branches of insurance. At this time the household of insurance should be in harmony and work in unity. Insurance, after all, whether it is for personal or business protection or offering some phase of service is a protective agency. While the kind of protection varies, the public does not give consideration to any degree to this, for it regards all activities of this great industry as insurance.

Life insurance may not be primarily interested in how fire insurance or casualty rates are made or what rules are given them or what amount of supervising is necessary. However, life insurance is part of the insurance family and in many respects needs the support of all other branches of insurance. The difficulty today is that one branch of insurance may be considering almost wholly its own situation and overlooks the other members of this household. Insurance, after all, should be studied as a composite industry.

Tragedy of Losing the Work Habit

One of the most difficult conditions to meet is to regain the work habit. Once in awhile a person leaves his task perhaps for two or three years, or he may find himself with an enterprise that does not require almost any time, so he becomes an habitual loafer. In due season, this man finds it necessary to get busy.

His means are about all exhausted. Then he starts to work and finds himself entirely destitute of the work habit. He has lost his cunning. He has been away from everyday industry so long until he has formed the loafing habit and lost the work habit. There is nothing more tragic that befalls a man than this.

Is There a Need For "The Insurance Man"?

At a meeting of active insurance producers writing all classes of business, the question arose as to whether there is now a more promising outlook for what might be called "The Insurance Man". That is, one who is well grounded in all branches of insurance, fire, casualty, marine, and life, so that he could get a complete picture of a man, his possessions, his family, his business, his obligations, and perhaps his desire to help some outside interest.

We have a few insurance men who have the chartered life underwriter, and the chartered property and casualty underwriter designations. These men are students of insurance in its entirety. They are not numerous.

We have been inclined to regard a man's life insurance needs as something

requiring expert attention, especially at this time when income taxes, gift taxes, savings opportunities, education of children, trust agreements, business insurance, etc., are demanding a specialist of extended knowledge of life insurance and possessing the faculty of knowing how to fit it to a particular person.

Then we know of men who are property insurance specialists where various forms of protection are provided, values have to be measured, and hazards must be appreciated. Other insurance men become particularly adept in measuring the casualty needs. Some even specialize on suretyship, confining their attention to that particular line.

It would thus seem that it would require a large amount of extensive insurance and business knowledge to be

able to look after a customer, especially if he has extensive interests.

As a rule, an agent who is particularly successful in selling life insurance finds it more lucrative to confine his attention very much to that particular line. In fact, a number of companies discourage his taking on other insurance lines.

At the meeting, however, there were strong arguments for the all around insurance men who had the ability to build the insurance house of an individual or concern in perfect order so that every room and every need were carefully laid out to give an artistic appearance and be exceedingly practical. The arguments were that after all an assured does not differentiate insurance as the men in the business do. He is inclined to welcome the man who can

design and construct his insurance house as a completed structure and does not have to call in different architects and builders. He considers that life insurance for example has a definite tie up with all his other insurance requirements. In buying his insurance, he believes that the different classes are linked and they should be adapted to his particular situation.

Thus the question remains unsolved. From a practical viewpoint, the producer will follow the road which appeals to him most and one which gives him an opportunity to give special advice. He will have his favorite branch. At the same time there is a decided opportunity for what might be called, "The Insurance Man" who is versed in all lines of insurance and can fix the jigsaw puzzle so that the picture will be complete.

PERSONAL SIDE OF THE BUSINESS

Emil Kroymann of National Fire has been elected vice-president of the Million Dollar Club, an organization limited to businesses whose postage bill exceeds \$1 million a year. **Harold C. Russell** of Connecticut General and **Milton C. Freeman** of Phoenix Mutual are directors. A national organization is contemplated, as the idea, which originated in Hartford, is beginning to spread to other cities.

H. G. Zelle, the newly elected president of Missouri Insurance Co. of St. Louis, has been with the organization since 1939 when a syndicate which he headed purchased control of that company. He has been the executive vice-president.

Mr. Zelle, as president, takes the place left vacant by the death March 8 of James C. West. Since 1939 assets of Missouri Insurance Co. have increased from \$1 million to \$3,747,000; surplus to policyholders from \$302,000 to \$1,019,000 and insurance in force from \$11,700,000 to \$62,400,000.

Maj. Thomas L. Wrenn, advertising coordinator of Provident Life & Accident, has been appointed to command the recently activated 327th finance disbursement section, Reserve Corps, at Chattanooga.

Masonic memorial services were held at Madison, Wis., Monday afternoon for **George A. Boissard**, chairman of National Guardian Life, who died at 80, at Tucson, Ariz., where he had been spending the winter. Mrs. Boissard is remaining in Arizona until May. Funeral services were held at Tucson. About 400 including National Guardian home office people and 100 agents attended the rites at Madison.

The "Wisconsin State Journal" the other day printed an editorial in tribute to Mr. Boissard, revealing for the first

time that the author who had contributed many communications to that publication over the years under the nom de plume of "Iron quill" was Mr. Boissard.

For many years, on occasions of moment, in the midst of debate on grave issues, these contributions of Mr. Boissard were printed and "State Journal" states that they were "trenchant and stirring, brilliantly written from an obvious depth of feeling and a high conception of human responsibility." The editorial states that Mr. Boissard insisted on remaining anonymous to the people to whom he sought to bring reason and helpfulness. He likewise acted in many another way with anonymity but with a passion and zeal "born of a great soul and a fine spirit," the editorial states.

E. T. Lothgren, general agent of Northwestern Mutual at Providence, R. I., has qualified for the 1947 Million Dollar Round Table. He also qualified in 1945.

J. C. Staples, Philadelphia, manager of Pacific Mutual Life, has just celebrated 50 years with the company.

Harry Davis of Columbus, who has been with Metropolitan Life 22 years, has retired. A dinner was given in his honor and he was presented a retirement medal.

Robert E. Shay, president of the Minnesota Life Underwriters Assn., was presented the "Minneapolis Star and Tribune" award for leadership at the annual convention of the Minnesota association in Minneapolis. The award consists of a watch pendant and a framed certificate.

W. Lee Baldwin, president of Security Life & Accident, accompanied by Mrs. Baldwin, is making his annual tour of Texas agencies.

Keith G. Wildes of Juneau, Alaska, has been visiting the head office of New York Life and stopped at Chicago on his way home. He is one of the star producers of the company at Juneau and averages about \$500,000 a year. He was put in charge of Aubrey Peters of New York Life in Chicago when he

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ATLANTA 3, GA.—560 Trust Co. of Ga. Bldg., Tel. Walnut 5867. Ernest E. Hess, Southeastern Manager.

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CINCINNATI 2, OHIO—420 E. Fourth St.

SA



was in that city. Mr. Peters himself is a millionaire producer. He was formerly agency director in the Bankers building in Chicago, but on his return from the navy decided to become a personal producer.

Sam C. Pearson, retired general agent for Northwestern Mutual Life at Kansas City, has returned from a two months' vacation to southern California.

Edward Cornell, manager of Prudential at Patchogue, L. I., is in the hospital where he will be confined for some time recovering from a very serious automobile accident.

George Barmore, who retired recently as vice-president and superintendent of agents of Federal Life, and Mrs. Barmore are leaving shortly for Arizona, with the likelihood that they will make this their permanent home. They have sold their home at Chicago.

Michael C. Dolak, financial secretary of Connecticut Mutual Life, has been appointed a member of the state investment committee by Governor McConaughay of Connecticut.

Dessa M. Skinner, retiring general agent at Kansas City for Aetna Life, was guest of honor at a cocktail party and dinner given by Life Insurance General Agents & Managers Assn. of that city. Twenty-seven attended.

P. K. Houdek, executive secretary of Kansas City Social Hygiene, spoke briefly. J. F. Trotter, Mutual Life, presented Mr. Skinner with a life membership in the association and reviewed his history. Mr. Skinner had been general agent 46 years.

DEATHS

Mrs. Katherine Bartsch, who died at the home of her sister at Chicago, was the mother of Frank Bartsch, who is in charge of the liquidation bureau of the Illinois insurance department. Her age was 71. She died during the night after having attended the funeral of a brother. Funeral services were held at Wilmette.

Benjamin S. Drake, who was in charge of the real estate department of Empire Life & Accident, Indianapolis, a brother of President J. M. Drake, died recently.

Elmer H. Dearth, 87, at three different times Minnesota commissioner and at one time active in Michigan insurance, is dead. Services were held at Le Sueur, Minn. He became deputy commissioner of Minnesota in 1889 and between 1897 and 1905 served three times as commissioner. In 1912 he moved to Detroit where he organized Michigan Workmen's Compensation Insurance Co., and later was president of General Casualty & Surety. He was a charter member of the Casualty Actuarial Society. In recent years he had made his home with a son in Des Moines.

Thomas S. Ingles, 73, state agent for World at Lincoln, Neb., died there. **Clare L. Sobers**, 61, for the past 10 years with Lutheran Mutual Life, died of a heart attack at his home in Columbus. He was formerly for 35 years with Western & Southern.

Frank P. Kenney, 69, who had been in the insurance business 30 years, died at his home in Cleveland. He had been with Western & Southern and Central Life.

George L. Meyer, 80, who was a superintendent of Western & Southern Life for 35 years prior to his retirement, died at Cleveland. He collapsed while shoveling snow. He had served in Cleveland, Hamilton, Lorain and

Youngstown. He was a native of Cincinnati.

W. P. Fogarty, 51, leading salesman at San Antonio for Jefferson Standard, died in a Brooklyn hospital after an eight months illness. He was flown to Brooklyn in October where he had been under the care of a specialist.

Mr. Fogarty was born in Dublin, Ireland, and went to San Antonio at 14. He was a graduate of St. Anthony College and a veteran of the first war. He served as president of San Antonio Assn. of Life Underwriters and was a member of the Leaders Round Table of Texas every year since its organization in 1936. He also served on

committees of the Texas and national associations.

Charles H. Dunkhorst, 63, assistant treasurer of Union Central Life, since 1932, died at a Cincinnati hospital after a long illness. He was a graduate of the Cincinnati Y.M.C.A. law school and joined the company in 1907. A brother, W. C. Dunkhorst, also is an assistant treasurer of Union Central.

John C. Wright, 82, former office manager for Prudential at Rochester, died at St. Petersburg, Fla. He retired 17 years ago after 20 years with Prudential. Earlier he was with Aetna Casualty.

VA Clarifies Points on GI Insurance Training

WASHINGTON—H. V. Stirling, VA assistant director for vocational rehabilitation and education, has prepared a memorandum in answer to certain questions pertaining to GI on-the-job training for insurance work. The questions were prompted by the recent reports that the Missouri state authorities, in rechecking these arrangements, were withdrawing approval of programs in which the trainee was not under "constant personal supervision" of an instructor and also by reports that approval was being withdrawn where the trainees were compensated exclusively by commission and where there was no definite wage progression.

Public Law 679, 79th Congress, paragraph 11 (b) 1, Mr. Stirling replies, provides that the application submitted by any establishment which desires to undertake an on-the-job training program shall include, among other items of information, the following: "Wage or salary to be paid at the beginning of the training program, at each successive step in the program, and at the completion of training." Paragraph 11(b)2 of the act provides that the appropriate approving agency of the state or the administrator of veterans affairs may approve the application of the establishment when such establishment is found, upon investigation, to have met or made provision for meeting 12 specific criteria.

Criteria Are Cited

Among these criteria is the following: "The wages to be paid the veteran for each successive period of training are not less than those customarily paid in the establishment and the community to a learner in the same job and who is not a veteran and are in conformity with state and federal laws and applicable bargaining agreements." Because of these specific provisions of the law, the state approving agency, in considering the application of any establishment for approval as a training facility, would have to determine whether or not the method of compensating veteran trainees for their productive labor satisfies the quoted portions of the law. The fact that the requirements of the law have been considered in the case of each employer's establishment is indicated by the following excerpts from a letter from the Missouri state department of education, dated Feb. 1, 1947, quoted in part as follows:

"After the passage of public law 679 when our representatives started re-checking and recertifying firms previously approved, we found that many of them could not be recertified. . . . If an

insurance company has a good training program and requires veteran trainees to complete a training course and furnishes good supervision during the training period and is able to set up a satisfactory wage schedule, it can be recertified. Otherwise, it will be removed from the approved list, just as any other firm will be removed that is not offering good facilities (including good supervision) during the training period. Each reinspection presents a different problem. Each firm is considered on its own merits. I don't believe that it is possible for us to state a blanket policy concerning all insurance companies because their training policies vary so greatly."

No Specific Prohibition

The approval of training in establishments is not prohibited where the method of payment is by commissions nor is there any portion of the law which specifically prevents the payment of commissions only.

Based upon its experience thus far, the VA has come to feel that a bona fide and well-controlled training situation is not likely to exist when the prospective trainer declines to take any financial responsibility for the success of the training program which he proposes to provide. There are several reasons for this conclusion:

a. The payment of a commission alone, in principle, fails to provide financial restraint against a company employing more veteran-trainees within an area than may be engaged profitably in the sale of a particular service or product.

Counterbalancing Factors

b. Under ordinary circumstances, the situation alluded to under paragraph (a) above would take care of itself because an over-supply of veterans would not enter upon employment on a commission basis when there is little prospect of a sufficient remuneration. However, the payment of a subsistence allowance by the government would tend to overcome that factor, thus making attractive a training plan which might not otherwise be desirable because it provided insufficient remuneration and insufficient promise of a successful career.

c. The law requires that the enrolled veteran be primarily engaged in a training situation. It is considered that when the veteran is compensated by commissions alone there is placed upon the veteran a stern necessity for making a living and, because of that fact, he would be likely to neglect the non-remunerative

(CONTINUED ON PAGE 20)

SALIENT FEATURES OF 1946 ANNUAL STATEMENTS

Total Assets	Increase in Assets	Surplus to Policy-holders	New Bus. Dec. 31, 1946	Incs. in Force in Dec. 31, 1946	Increase in Ins. in Force	Premis. Income 1946	Total Income 1946	Benefits Paid 1946	Total Disburs. 1946
Farmers & Trad. 17,348,014	1,551,061	1,015,114	12,706,333	85,214,286	9,688,651	2,079,276	3,005,648	652,372	1,407,090
National Burial 4,382,197	749,055	601,710	13,443,096	27,633,066	6,991,990	2,012,485	2,178,696	322,553	1,449,249
Peoples Life, D. C. 35,385,953	5,525,730	1,728,768	108,805,065	334,069,256	36,002,838	11,869,318	14,031,725	1,986,861	8,794,750
Reliance Mutual 945,437	68,676	254,453	1,072,784	5,553,345	439,943	14,06,034	186,993	51,956	114,895
West. Mu. L. & C. 28,272	14,860	5,063	248,000	610,500	147,000	74,037	93,685	9,878	76,356



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Specialists Exclusively in
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LIFE AGENCY CHANGES

Bowers Retires; Lawson Manager

LeRoy Bowers, dean of agency managers of Mutual Life, with 33 years of managerial service, has retired after 45 years with the company.

A. Emil Lawson, an assistant to the director of training at the home office since last October, has been named to succeed him as manager of the agency in the Chrysler building, New York.

Mr. Bowers joined Mutual Life at Birmingham. A year later he went to New York and in 1907, was named an instructor of agents. In 1914, he was appointed manager of the Harlem branch and he retained that position when the headquarters was moved first to 1819

Broadway and then to the Chrysler building.

Mr. Lawson joined Mutual Life in 1913 in the old Ives & Myrick agency. He became supervising assistant in 1930, and he was assistant manager for a year until he moved to the home office. He is a C.L.U.

Nichols Heads Charlotte Unit

William T. Nichols, Jr., has been appointed general agent for Penn Mutual Life at Charlotte, N. C. He succeeds Oliver F. Roddey who has been general agent since 1930, Mr. Roddey remaining as associate general agent.

Mr. Nichols, Jr., has been with Penn

Mutual since 1934. He graduated from Citadel Military College. He served five years in the army, emerging as a major.

He has been one of Penn Mutual's leading producers and he has served as national committeeman of N.A.L.U.

Beason Partner with Pittman at Birmingham

BOSTON—John Hancock Mutual Life has appointed Edward E. Beason general agent at Birmingham, Ala., in partnership with William I. Pittman. The agency will be known as Pittman & Beason, general agents.

Mr. Beason has been with the Pittman agency since 1929 except for 22 months in the army. He started as a part-time agent while still in college. He attended the University of Alabama and graduated from Howard College in 1928. He has been an associate general agent since 1943. He is past president of the Birmingham Life Underwriters Assn. and chairman of the educational committee of the C.L.U. chapter there.

R. E. Schmidt to Dover

Raymond E. Schmidt, for the past 15 years an assistant district manager in charge of the office at Moorestown, N. J., has been named district manager at Dover by Prudential. He replaces Harry H. Wingate, who was recently transferred to Morristown.

Mr. Schmidt is a director of Camden-Gloucester-Burlington County Life Underwriters Assn.

Crumbaker to Indianapolis

Charles M. Crumbaker, John Hancock Mutual, has been transferred from Buffalo to the Indianapolis group office, recently moved to larger quarters at 828 Circle Tower, because of increasing business. Mr. Crumbaker had an outstanding production record in Buffalo and Rochester. A native of Indianapolis, he is the son of the late C. C. Crumbaker, long prominent in Indianapolis life insurance circles.

Cleveland Group Supervisor

Harold E. Stevens has become supervisor of the group and brokerage departments in Cleveland for Great-West Life. He has been 13 years with Aetna Life in the group field. He is a graduate of Ohio Wesleyan University and is an army veteran.

Tate to Royal Oak

Henry Tate, with National Life & Accident at Kingsport, Tenn., since 1939, is being transferred to Royal Oak, Mich., as district superintendent. He was given a farewell dinner by his former associates.

Ft. Wayne Office Manager

Robert Ayers is now office manager for Penn Mutual's Newman agency at Fort Wayne.

After two years in the Penn Mutual home office, he was office manager at Columbus, Kansas City, and Harrisburg. He served as an AAF lieutenant and returned to Harrisburg in 1946 to enter personal production with supervisory responsibilities.

To Set Up Separate Department in Idaho

Gov. Robins of Idaho has signed a bill to set up a separate insurance department. Heretofore, insurance supervision has been under the state commissioner of finance.

Another bill that has been signed places non-profit hospital, medical and surgical insurers under the jurisdiction of the insurance department. At the last minute a provision to tax such insurers 3% was eliminated and they are specifically tax exempt.

COMPANY MEN

Farm Bureau Raises Hanna, Beall

A. E. Hanna has been named secretary of the group department of Farm Bureau Life and J. C. Beall has become head of the investment department to succeed Paul Bernard, who has retired.

Mr. Hanna is a graduate of Ohio University and started with Farm Bureau



A. E. Hanna

J. C. Beall

Mutual Automobile in 1934. In 1937 he entered the life underwriting department and in 1941 became head of the group department of both companies. In 1943 he became acting chief life underwriter in addition to his group duties.

Mr. Beall has been with Farm Bureau since 1937, when he entered the auto underwriting department. He became head of the commission department and since 1945 has been in the investment department.

Danner U. S. Life V. P.; Miss Doogan, Plumer Upped

Paul R. Danner, formerly foreign agencies director of U. S. Life, has been elected vice-president of the agency division; Elizabeth V. Doogan has been named counsel, and Charles A. Plumer, assistant secretary.

Mr. Danner after graduating from Harvard, started as a life insurance agent in the Far East 30 years ago. Later he lived and worked successively in India, Malaya, China, the Philippines and Latin America. Prior to the war, was manager for the Philippines, and the outbreak of hostilities became prisoner of the Japanese at Manila.



Paul R. Danner



C. A. Plumer

Elizabeth Doogan

After his liberation, he returned to the U. S. and became foreign agencies director. He directs all foreign agency department matters.

Miss Doogan is a graduate of St. John's University law school. She joined U. S. Life in 1943 as head of the legal and claim department. Earlier she was an attorney with Compensation Insurance Rating Board of New York.

Mr. Plumer is in charge of the group department. After attending Boston University, he went with American

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to help build enduring
homes that stand on solid
financial foundations wrought
out of the thrift and foresight
of life insurance.*

**LIBERTY NATIONAL
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ORGANIZED 1900
BIRMINGHAM, ALA.

A New Aid for Home-Buyers

One of America's biggest businesses is the buying of homes. As an aid to safeguarding the tremendous liability created by this nationwide home-purchasing, the Life of Virginia has recently added to its sales kit the "Mortgage Canceller" policy.

All that its name implies, this new plan is specially designed to enable the home-buyer, at moderate cost, to guarantee that his house shall be a

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Richmond, Virginia

"The Natural Bridge to Security"

Bradford H. Walker
Chairman of the Board

Robert E. Henley
President



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Established 1871

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Trust Co. In 1927, he joined U. S. Life in the underwriting department.

Bullion S. W. Industrial Head of Am. National

J. C. Bullion, formerly superintendent at Waco for American National, has been appointed regional superintendent of the southwestern industrial division comprising west Texas, New Mexico, and Colorado.

He joined American National at San Angelo in 1934, was assistant superintendent and transferred to El Paso in 1935. Promotion to superintendent at Sweetwater followed in 1938. In 1939 he became agency instructor for the west coast territory from which he was promoted to superintendent at Waco in 1940.

Mr. Bullion is president of Waco Assn. of Life Underwriters.

He attended San Angelo College and Baylor University.

This appointment completes the program of American National to organize its industrial agency operations on territorial lines. This decentralization brings the administration of many affairs closer to the field organization. Other regional superintendents are: E. C. Brown, northeastern; J. F. McHale, southeastern; H. E. Reeves, west coast.

American National is also in process of setting up a divisional administration plan for its ordinary agencies.

S. G. Ayres Now Director

Stanley G. Ayres, agency vice-president of Progressive Life of Red Bank, N. J., has been elected a director of that company. He has been in the insurance business since 1927 and has been with Progressive Life 15 years. He is mayor of Neptune, N. J.

SALES MEETS

Scranton Life Has Fla. Parley

The Distinguished Service Club convention of Scranton Life at Miami Beach brought together a group of about 65, including the home office contingent, the club members and their wives, most of the latter being qualified.

Presiding at the main business session was F. E. Garvey, treasurer; President Robert Merriman extended the greetings and presented the awards for leaders in premiums, volume and applications. M. H. Le Vita, the actuary, reviewed the new rate book and briefed the agents on the Guertin laws. R. J. Weichel, secretary and associate actuary, gave a discussion of underwriting matters. M. M. Sobel gave an address as president of Distinguished Service Club. Other speakers were P. M. Simon, assistant manager at Philadelphia, and vice-president of the club; I. Kandell, the 1946 leading producer, and R. O. Pearson, leader in applications.

This is the 40th anniversary year of Scranton Life and all hands are determined to make it a banner year.

Conn. Mutual Plans 1948 Convention for Jasper Park

The 1948 national convention of Connecticut Mutual Life will be held at Jasper National Park in the Canadian Rockies on June 24-26. This will be the company's second national meeting since the war. It holds national meetings every other year, with smaller regional meetings in the years between.

Agents will qualify for the meeting on the basis of production, the period running from May 1, 1947 to April 30, 1948.

To Meet at Mackinac

General American Life's President's Club and Leadership Club will hold

their convention at Mackinac Island July 1-3.

The President's Club will have 72 members and the Leadership Club 74, or a total of 145 for the two clubs. This compares with the record group of 119 which qualified for the Lake Tahoe convention last year.

ACCIDENT AND HEALTH

Life Companies' A. & H. Group Is Progressing

The A. & H. committee of Life Insurance Agency Management Assn. is holding a meeting at Chicago May 23-24 under the direction of Ray Belknap, director of agents of Occidental Life, the chairman. There is developing much sentiment in favor of establishing this as a definite L.I.A.M.A. section for member life companies doing an A. & H. business, as a sister organization to the L.I.A.M.A. companies with \$150 million or less life insurance in force and the combination companies, i.e., those writing both ordinary and industrial life insurance.

The life companies in the A. & H. field feel that they have a common interest and they desire to have studies made in their behalf comparable to what L.I.A.M.A. does in the life insurance line. They feel much can be accomplished in the way of adapting what is known as programming in life insurance to A. & H. selling; that much more can be done in the way of covering needs rather than selling policies. Also that studies can be made of such matters as termination rates, persistency, training, etc.

In general leaders in this group believe there is an opportunity to bring A. & H. operations of life companies into closer association with life insurance techniques and conceptions. There is no suggestion, however, that this group engage in legislative work or duplicate the endeavors of other A. & H. organizations.

Some of the life companies, it is said, would enter the A. & H. field if they could get the kind of assistance from L.I.A.M.A. in that direction that they get in life insurance agency affairs.

Baltimore A. & H. Course

The University of Baltimore, in cooperation with the Baltimore Assn. of Accident & Health Underwriters, is offering the A. & H. course approved by the National association. Those completing it will receive its diploma and a certificate from the university. It is being given on Saturday mornings for 15 weeks, the first session having been held March 29. The instructor is J. L. Kowins, agency manager of Mutual Benefit Health & Accident and United Benefit Life and secretary of the Baltimore association, who is a graduate of the Purdue course of March, 1946.

New Conn. Blue Cross Plan

HARTFORD—The Manchester Memorial Hospital in Manchester, which recently signified its intention of canceling its agreement with the Connecticut Blue Cross April 1, has decided to continue membership until May 1.

Blue Cross officials outlined a plan that would bring additional benefits to all member hospitals. The new plan, not yet disclosed to the public, must be approved by the insurance department before it can be offered for adoption by member hospitals.

Pittsburgh Hotels Revise Their Group Setup

Eight major Pittsburgh hotels have taken out new group insurance for their employees as a result of the holding of Commissioner Malone that a hotel as

sociation group plan under which the hotels contributed 4% of payroll to the union and the latter bought group cover for 2.7% of the payroll was illegal. Under Mr. Malone's ruling, the hotel was required either to place its own policies or the AFL Hotel & Restaurant Employees Alliance would have to use its own money to pay for the insurance of employees.

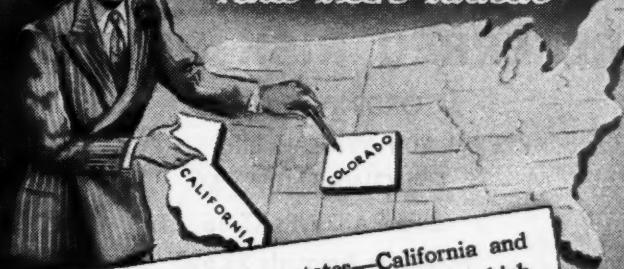
E. H. Gallup, Jr., executive secretary of Pittsburgh Hotels Assn., said the hotels are holding out 1.3% of their payrolls as a "reserve fund." This apparently is being done against the possibility that the unions may take Mr. Malone into court and win a victory against him.

Compulsory Health Bill Introduced in Wisconsin

MADISON — A compulsory state health insurance bill has been introduced in the Wisconsin legislature. It provides

OUR SIXTEETH YEAR

SOMETHING NEW has been added



SURE enough—two new states—California and Colorado have been added to the states in which Bankers Life of Nebraska is now operating.

But—more important than just the addition of new territory is the Agency "know how" with which this "60 year young" company enthusiastically seeks out the best in its new and old frontiers. There will be "new worlds to conquer"—for Bankers Life of Nebraska man. And—California and Colorado—won't be the last.

Ask any Bankers Life of Nebraska man what HE thinks about HIS future—and you'll see what we mean.

Home Office—Lincoln, Nebr.



Bankers Life
INSURANCE COMPANY
OF NEBRASKA

Ambitious young man wanted immediately for Junior Underwriter with a fast growing company. Good salary and excellent opportunity for advancement. Give all details in your reply and send to Mr. A. C. Vanselow, Personnel Director, Franklin Life Insurance Company, Springfield, Illinois.

that all residents of the state over 18 years of age pay into a medical insurance fund 1½% of their salaries or wages up to \$3,700, with employers contributing an equal amount under a payroll deduction plan. Self-employed persons would pay the entire 3% of their incomes.

Under the plan the state would furnish preventative, diagnostic and therapeutic treatment, care by specialists, home calls, office calls, home nursing, dental treatment, laboratory facilities and hospitalization up to 60 days a year. Cases of chronic illness, such as tuberculosis and chronic alcoholism, would not be eligible for treatment. Only persons in public relief or in state hospitals would be exempt.

Similar to the Wagner-Murray-Dingell bill in congress, the Wisconsin plan would set up a state health insurance board of 13 members to control the plan, establish policies, regulations and supervise administration of the act. A state director would be appointed for a six-year term at \$15,000 annually. An advisory board within the state board of health would be provided.

The bill carries an appropriation of \$10 million from the state's general fund, of which \$8 million would be used for hospital facilities, and \$1 million each for administration and for research. Money

collected for the prepaid medical care could not be used for administrative purposes.

The 72-page omnibus bill also has sections relating to local administrative and advisory boards, a system of appeals from decisions.

Speakers for Ohio Assn. Annual Meeting Announced

Speakers at the annual meeting of the Ohio Assn. of Accident & Health Underwriters at Columbus April 11 will include O. J. Breidenbaugh, Indianapolis, executive secretary National Assn. of Accident & Health Underwriters, "Can We Qualify as Professionals?" J. E. Harriman, Youngstown, general agent Illinois Bankers Life; William R. Dignan, Cincinnati, "Sales Slants for 1947"; Bertram Fleming, Midland Mutual, Springfield, "Your Success Depends on Your Philosophy of Life;" George Fitzsimmons, Chicago, superintendent of agents Continental Casualty.

Harold H. Swisher, Mutual Benefit Health & Accident, will preside at the luncheon when guests will be Gov. Thomas J. Herbert; F. J. Milligan, director of commerce, and Lee Shield, superintendent of insurance. H. H. Nunemaker, Columbian National Life, Cleve-

land, president of the association, will preside at the banquet. The previous evening the executive board will meet and there will be a buffet dinner.

Paul C. Rowland, Globe Casualty, of Canton, immediate past president and chairman of the board, will preside at the morning session and Charles U. Pugh, Loyal Protective Life, Columbus, at the afternoon meeting.

Scare 'Em, If Necessary Is Wiglesworth's Advice

ST. LOUIS—The three Cs of success—Contact, Conviction and Courage—are common attributes of all the outstanding producers in the health and accident business, Frank Wiglesworth,



FRANK WIGLESWORTH

manager of Travelers, told the Accident & Health Underwriters Assn. of St. Louis.

He pointed out that the salesman shouldn't hesitate to attempt to make the sale as quickly as possible and if necessary "get the guy into the hospital between cold sheets just as quickly as possible."

He declared that for the average man there is nothing else so important as a guaranteed monthly income, and they don't want that income cut off by an accident or a prolonged sick spell. How accident and health insurance steps into such a situation is the story the salesman should know how to tell most effectively. "I believe in trying to scare them to death, if there's no other way," he said.

are banking experts of the highest reputation who know what good and bad credit risks are and can be relied upon to do a good job of distinguishing between them.

The original setup, under which Eugene Meyer, former president, operated, severely limited the authority of the president, for he had over him a full time group, representative of all the countries making up the bank. Under the new plan, in which the post of executive director will no longer be a full-time job, it is supposed that the directors merely meet to approve or disapprove what has been done and will not be factors in actually running the show. Of the 12 executive directors the United States, Great Britain, France, China and India each has one while the other seven are apportioned by groups of nations.

Life Company Investment Real Estate Holdings Now \$87 Million

Total non-housing city real estate holdings of life companies reached \$87 million during January with the purchase of \$10 million during that month, Institute of Life Insurance reports.

Investment purchases by life companies of city real estate are largely a recent development made possible by state laws adopted last year. There are now 13 states permitting non-housing real estate for investments.

Pa. Investment Easing Bills Passed by House

HARRISBURG—The senate passed by a vote of 34 to 5 two enabling bills to open the real estate field in Pennsylvania for investment by life companies. One authorizes such investments by Pennsylvania life companies and the other would allow out-of-state companies to enter into agreements with other insurance firms to participate in ownership, management and control of real estate. Both were sponsored by Sen. George M. Wade, who is Ohio National Life general agent here.

The bills now go to the house for concurrence. Senator Wade said the action will make millions of dollars available for investment in Pennsylvania real estate, including housing. Several senators opposed the bills. Sen. M. S. Rosenfeld, Allegheny, opposed them because "our own banks in this commonwealth cannot take this hazard." He felt insurance companies would be letting themselves in for another depression loss by seeking to make large investments in real estate.

Sen. E. J. Holland, Allegheny, opposed the bills on the basis they would create "a big financial monopoly." Sen. J. M. Walker, Allegheny, speaking as legislative chairman of the American Legion in Pennsylvania, said veterans favor the bills as a contribution to the housing shortage and "as soon as the benefits of these bills are made available there will be more homes."

Present legislation restricts insurance company investment in housing in Pennsylvania to slum clearance projects, but never has been utilized.

MANAGERS

Outline Managers' Meeting at Hot Springs, May 12-14

The fourth round table conference of general agents and managers will be held at the Homestead, Hot Springs, Va., May 12-14. It will be attended by managers and general agents from the east and midwest, with 26 registered so far for the six business sessions.

Theme of the conference is trends in company operations and their effect on the field forces, in respect to recruiting, selection, training, education, financing,

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ORDINARY LIFE

20 PAYMENT LIFE

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LIFE PAID UP AT 65

Minimum Amounts \$2,500

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ILLINOIS — INDIANA — MINNESOTA

RELIANCE MUTUAL LIFE INSURANCE COMPANY

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An Old Line Legal Reserve Company



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Sound business management and very low mortality have given Lutheran Mutual the distinction of being one of the very lowest net cost companies in the United States.

Inquiries, regarding agency openings, are invited from Lutherans.

LUTHERAN MUTUAL LIFE INSURANCE COMPANY
Waverly, Iowa

FINANCIAL SIDE

World Bank Goes Up in Estimation of Insurers

NEW YORK—Appointment of John J. McCloy as head of the International Bank for Rehabilitation & Development has produced a marked change in the attitude of the life companies towards securities of the World Bank. Coupled with Mr. McCloy's appointment was his insistence, at first refused, that he be permitted to name his immediate subordinates.

Also the fact that the new setup calls for reduction of the power of the 12 executive directors from that of the board of managers to something more like the usual board of directors with periodic meetings has strengthened the bank's standing among life companies and other institutions as well, giving them confidence that the bank will be operated on a business basis rather than as a charitable institution or political agency.

The men whom Mr. McCloy has picked for his immediate subordinates

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The steering committee for the conference consists of Clifford L. McMillen, Northwestern Mutual, New York; Charles R. Eckert, Northwestern Mutual, Detroit; Frank T. Bobst, John Hancock, Boston; Howard H. Cammack, John Hancock, Charleston, W. Va.; Matthew J. Lauer, Continental American, New York, and William J. Dunsmore, Equitable Society, New York.

Area Conference Scheduled at Victoria, B. C., May 9-10

An area conference of the general agents and managers section of N.A.L.U. will be held May 9-10 at Victoria, B. C.

Paul R. Green, Aetna Life, Seattle, has been appointed by Osborne Bethea, national chairman of the general agents and managers committee as area chairman.

Registration will start at 2 p.m. May 9, and there will be sessions Friday afternoon and Saturday morning, with a cocktail hour and banquet Friday. The program will be on agency building and management with several experienced men as speakers and round table discussion. A Canadian will be banquet speaker. This meeting combines the international and area conferences. General agents and managers from Oregon, Spokane, Vancouver, and Seattle will attend.

J. M. Royer at Cincinnati

James M. Royer, Penn Mutual, Chicago, addressed the Cincinnati Life General Agents and Managers Association. His subject was "Recruiting."

Seattle Managers Hear Pastor

Dr. Perry E. Gresham, pastor of the University Christian Church, "adopted" chaplain of the Seattle Life Managers Assn., addressed that group March 31, giving a pre-Easter message before departing to become the pastor of the Central Woodward Christian Church at Detroit.

J. C. Greenfield, First National Bank, Atlanta, discussed wills and trusts before Atlanta Life Agency Cashiers & Office Managers Assn.

The Austin (Tex.) Life Agency Cashiers Assn. heard H. M. Totland, manager of the Woolworth store there, speak on "Pleasing the Public."

Alexander Hutchinson, divisional supervisor for Metropolitan Life, is addressing the Agencies Committees of Pittsburgh at a luncheon meeting April 9 on "Selecting and Training the Agent for the Job."

NEW YORK

GOODSTEIN TO GUARDIAN

Mitchell S. Goodstein has been named brokerage manager of the L. B. Lasko agency of Guardian Life at New York. He started in 1931 under the sponsorship of his father, head of Samuel Goodstein & Son. In 1939 he was appointed brokerage supervisor of the Allen L. Dickey agency of Provident Mutual.

SUPERVISORS MEET APRIL 8

The New York City Life Supervisors Assn. will hold its next meeting at the Brass Rail restaurant April 8 at 12:15. The association's new constitution and by-laws will be submitted for approval or amendment. The nominating committee will report.

To Move Farther Out

The Los Angeles branch office of Reliance Life will move to 6336 Wilshire Boulevard about June 1. The decision was made during the recent visit of J. W. Jamison, executive vice-president. The move to the outer Wilshire district is in line with similar action taken or to be taken by other general agencies.

NEWS OF LIFE ASSOCIATIONS

Conn. Assn. Meets May 14 at Hartford

Life insurance marketing during the postwar years will be the discussion theme for the 1947 sales congress of the Connecticut Life Underwriters Assn. May 14. The meeting will be held in the auditorium of Connecticut Mutual Life.

Chairman is George J. Richards, Monarch Life. He will be assisted by Kenneth W. Perry, Massachusetts Mutual, and Lawrence J. Ackerman, University of Connecticut.

Charles J. Zimmerman, L.I.A.M.A., is in charge of the program. Other committee chairmen are: entertainment, Harold Smyth, National Life, Vermont; arrangements and operation, Ralph Love, Connecticut Mutual; advertising, Dudley B. Wells, Northwestern Mutual; ticket distribution, Albert N. Scripture, New England Mutual; printing, Jean Hunter, and publicity, Donald E. Lynch, both of L.I.A.M.A.

Handling arrangements for local associations are: New Haven, Sherwood S. Eberth, Travelers; Waterbury, Francis Fagone, Prudential; Bridgeport, Robert C. Gilmore, Mutual Benefit Life; Meriden, Gordon D. Orr, Equitable Society; Eastern Connecticut, Lawrence Chiello, Metropolitan; Stamford, Daniel Scalgi.

Moore, Jaqua and Goyne K. C. Congress Speakers

Speakers for the Kansas City sales congress May 17 will include E. C. Moore, New York Life, Wichita, who will speak on "Business Insurance and Today's Market"; Bert Jaqua, Southern Methodist University, and Robert P. Goyne, Mutual Life, Little Rock, who sold \$1 million of business in his first year.

Marion Houston, general agent of Washington National, is chairman of the sales congress and Jack Morris, B.M.A., is chairman of publicity.

Plans for Kansas Annual Meeting, Congress Told

The Kansas Assn. of Life Underwriters has announced plans for the annual meeting and sales congress at Topeka May 15-16. President William

E. Moore, Pacific Mutual, Wichita, is in charge of arrangements.

Louis R. Smith, vice-president Equitable Society, Topeka, is chairman of the sales congress committee, assisted by Don Mitchell, New York Life, past president of the Wichita association, and Oliver F. Stone, vice-president Hutchinson association.

Speakers already secured include Louie E. Throgmorton, Shreveport gen-

eral agent of Aetna Life on "Manna for Mamma" and A. R. Jaqua, Southern Methodist University, on "What's Ahead?" Kansas general agents and managers will hold their annual meeting at the same time.

Tenn. "Traveling Congress"

The "traveling" style of annual sales congress, popularized in Texas and other states, will be used in Tennessee this year. A Pullman with the panel of speakers will begin its journey at Memphis April 23, hold meetings at Nash-

A THREE-FOLD RESPONSIBILITY

Today's career life underwriters are faced with a three-fold responsibility.

- 1. To bring to as many American homes as possible the benefits of adequate life insurance protection;**
- 2. To cooperate as a part of the institution of life insurance to combat inflationary talk and tendencies;**
- 3. To counsel with all war veterans and urge that they retain their National Service Life insurance.**

Upon the execution of this three-fold responsibility today depends, to a great extent, the prestige and increased usefulness of tomorrow's career life underwriters.

Equitable Life of Iowa

Founded 1867

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LIFE REINSURANCE

North American Reassurance Co.

LAWRENCE M. CATHLES, President

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New York 17, N. Y.

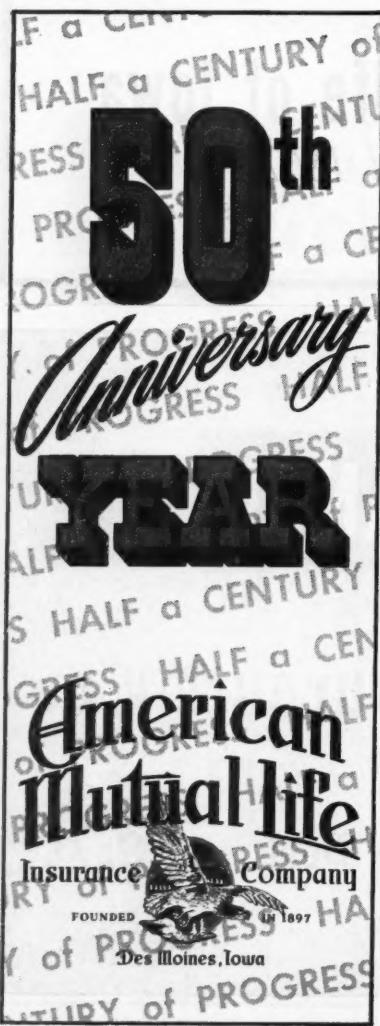
Service

The institutions of Life and Accident and Health insurance are primarily ones of sales and service. We are building on that ideal with "Service" as our watchword.

Our Life and Accident and Health policies are salable and provide maximum coverage and protection to policy owners. Liberal agency commission contracts enable field representatives to build for the future.

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vile April 24, Chattanooga April 25, and Knoxville April 26. Presidents of each of the four local associations are asked to accompany the speakers. The congress is sponsored by the Tennessee Assn. of Life Underwriters, of which E. Tom Proctor, Northwestern Mutual, Nashville, is president.

Pittsburgh Congress

About 500 attended the Pittsburgh sales congress.

An outstanding feature was a panel discussion by three returned service men—Elmer W. Garvin, Jr. Metropolitan; Jackson L. Obley, Penn Mutual, and C. Robert Schar, State Mutual.

Don Blackwood of National Life, acted as master of ceremonies.

H. P. Gravengaard of Diamond Life Bulletins gave a presentation on present day opportunities for business insurance.

Rudolf L. Leitman of Detroit, spoke on keeping records. There was an illustrated talk by Newell C. Day, Equitable of Iowa, Davenport, on "Color In Selling."

Plan N. Y. State Meeting

Maurice S. Tabor, general agent of Travelers and a director of the Buffalo Life Underwriters Assn., has been named general chairman of the New York state sales congress in Buffalo May 10.

W. Merle Smith, manager of Mutual Life, is the Buffalo chairman for the spring meeting of the New York state association which will be held the day preceding the sales congress.

W. Va. Congress

The West Virginia sales congress is to be held at Bluefield, June 13-14. Speakers will include C. Brainerd Metheny, Fidelity Mutual manager at Pittsburgh; Judd C. Benson, Union Central Life, Cincinnati, and Herbert R. Hill, Life of Virginia, Richmond.

Indiana, Pa.—Winston Emerick, vice-president of the Pennsylvania association, Johnstown, spoke.

Columbus—An honorary life membership was presented to Ernest Hoffman, who retired recently after 45 years with Metropolitan Life.

Lloyd Ramsey, State Mutual Life, Memphis, spoke on "Minor Keys in Doing a Major Job." He expressed a preference for commissions over a fixed salary in life insurance. He said most sales are being made to those who already have life insurance, not to those who do not own it. Many have the idea that life insurance is hard to sell, he said, because it is an intangible, but an intangible can be made tangible through motivation.

Pittsburgh—Edward L. Sittler, Jr., Mutual Life, Uniontown, will address the Washington County branch, April 9. Phillip Sallin, Metropolitan, will address the Fayette County branch on "Its Service that Sells," April 8. Joseph N. Lettano, Mutual Life, Ellwood City, spoke to the Butler branch on "Clientele Building for Success." "Not for the Meek" will be the topic of Stanley N. Bland, Metropolitan field training instructor, before the New Castle branch, April 10.

New Haven—William C. Fenniman, vice-president and trust officer of Phoenix State Bank & Trust Co., Hartford, spoke on "Coordination of Life Insurance Estates with General Estates."

Syracuse—Paul Alpern, Metropolitan Life, Westchester, N. Y., spoke on "Making a Success of the Small Case." He contended that the small case is the answer to success and cited very large cases that started with a small sale. He says it is necessary to coordinate social security with life insurance to secure a large number of small cases.

Lake Charles, La.—Erick Gebsen, Shreveport general agent of Pacific Mutual Life, will speak April 10 on "Motivation in Life Insurance Selling."

Jackson, Tenn.—Charles H. Everett, Memphis general agent for Equitable of Iowa, spoke on "Life Insurance as a Profession."

Utica—While credit for the defeat of proposed legislation to increase from \$3,000 to \$5,000 the amount of life insurance which savings banks might issue

was given to the life men of the state, Joseph E. Silverstein, former president of the Rochester association, said there is still a job to do in selling individuals who want to carry an additional \$5,000.

Ann Arbor—G. A. L'Estrange, vice-president of Wisconsin National Life, spoke this week.

Nashville—Horace R. Smith, Purdue University spoke on "Financial Security for Millions."

Springfield, Ill.—Roe Walker, Northwestern Mutual, Bloomington, spoke on "The Fundamentals of the Sales Process." He was introduced by Douglas McLain of Northwestern Mutual.

41 Have Made Women's Quarter Million Table

Forty-one women have already qualified for the 1947 Women's Quarter Million Dollar Round Table, according to Ruth M. Kelley, Manhattan Life, Detroit, chairman, who predicts that membership will reach an all-time high. Of this number 19 have qualified for the first time; five for two successive years; six are new life members, and 11 are life and qualifying members.

Closing date for filing applications is July 31. Requests for application forms and additional information should be addressed to Miss Kelley, 834 Buhl Building, Detroit 26.

At a meeting of the executive committee at the time of the N.A.L.U. mid-year in Milwaukee, plans were laid for the annual meeting during the national convention in Boston next September.

Clark Honored on Coast

LOS ANGELES—President Paul F. Clark of John Hancock was guest of honor Monday at a luncheon tendered him by General Agent Harold G. Saul. All district managers in southern California and 300 agents and office employees, as well as mortgage loan representatives, attended.

Mr. Clark was introduced by Clarence Wyatt, vice-president in charge of group

sales, and outlined the company's growth in southern California, giving interesting facts shown in the annual statement.

Mr. Clark also was guest Tuesday at a luncheon tendered by Mr. Saul to enable him to meet a group of prominent business men of southern California, and Wednesday was guest at a cocktail party given by President Dwight L. Clarke of Occidental Life, president American Life Convention.

Rubinstein Activity

Rumored reports of several years ago that Serge Rubinstein, international financier, was angling to buy a life company were recalled this week at his draft-dodging trial at New York, when the assistant U. S. attorney in cross examining one of Rubinstein's associates introduced a letter dated Aug. 24, 1943 in which Rubinstein discussed buying a life company with \$27 million of assets which he said could be had for \$1,550,000 or so. The name of the company was not disclosed. Rubinstein's associate said he never heard anything more of the plan.

Change Soliciting Plan

Great American Reserve held a three-day meeting for its branch managers at Dallas. The company has heretofore depended on traveling men exclusively for its business, it now intends to develop intensively small areas by placing men in various counties, in order to render better service for policyholders.

Penn Mutual Movie at Cincinnati

CINCINNATI—The R. W. Angert agency of Penn Mutual Life was host to 250 policyholders and business and professional leaders at a luncheon followed by the movie prepared for Penn Mutual in commemoration of its 100th year. M. Louis Johnson, 2nd vice-president and actuary, represented the company for the home office.

Mr. Angert said this year marks the 76th anniversary of the Cincinnati agency. Originally, the agency included all of the territory westward from Pittsburgh to the Pacific ocean.

Wood Wins Lincoln National Honors



President A. J. McAndless (seated) of Lincoln National Life registers glee above while Freeman J. Wood, general agent at Chicago, is presented a combination radio and alarm by A. L. Dern (right), agency vice-president, because his agency was one of only four in the U. S. producing \$1 million or more in the annual Dern month sales drive. The occasion was a special dinner in Chicago.

EDITOR

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FIND GROUP POLICYHOLDERS RIPE FOR ORDINARY COVER

Agents today are only beginning to tap a potentially rich source for ordinary life prospects in the thousands of employees of good income who are covered by group insurance or pensions and yet have inadequate personal coverage.

Group men admit there has been nothing like penetration in depth of the many good prospects for individual coverage who have been covered in groups in the past few years. They point out that even though increasing numbers of average agents are writing group cases today, the bulk of group and pension cases are written by specialists in these lines who are very successful salesmen. Such men do not have the time to give personal attention to the individual insurance needs of the many individuals within the groups they cover. Nor could they be expected to do more than skim off the cream of the centers of influence which they establish when they install employee coverage. These big producers concentrate on the executives of the firm, often on those men with incomes of \$10,000 per year and better. The great bulk of employees, many of them substantial by any standards, are passed by.

These specialists admit that as life insurance representatives they really have the obligation to make sure that the people they cover as employees are also covered as individuals, yet there is no time in the present press of business to really do this. There is a lot of speechmaking about the glories of writing employee business because of the fertile centers of influence established and still little has been done so far to cultivate these possibilities. How is the job to be done?

Here's One Answer

One answer seems to be a system which has been tried sparingly to date, but has been very successful for all persons concerned. In these cases, the big time producer and the group supervisor on a successfully installed group plan have turned over their records to an agent relatively new in the business, usually a young veteran. This fellow has too few contacts to earn the living he needs and to keep him busy all of the time. Arranging to split his commissions with the original producer and perhaps the supervisor, the young agent proceeds to go through the records of covered employees in the group case and to solicit these people on an individual basis. Where it has been tried, the young agents were remarkably successful and real service was rendered to the group policyholders.

In some instances the young agent makes an arrangement with the heads of the firm covered by the group insurance to interview each employee briefly. This is particularly successful in smaller firms. In at least one case, the company executives offered the young man the use of an office and gave him permission to interview each group policyholder who wished the service on company time. It was found that the employees cooperated almost to a man on an interview with the agent. Most of them had questions about social security, unemployment benefits, their group and pension coverage, N.S.L.I., and individual life insurance. The young agent was able to write a number of individual life cases of \$10,000 bracket and better on these employees and to offer many others professional insurance counsel.

Several interesting facts emerge from such a penetration. Chief among them is that there are a number of workers who do not fall into the old-line definition of the white collar class and have never been solicited by ordinary agents even though they make wages and salaries superior to those of most white collar people. Instances turn up where men making \$5,000 or \$6,000 a year do not realize that there is any other type of life insurance than that on the weekly premium basis. They are amazed and

gratified when the ordinary agent shows them what he has to offer for the protection of their families and are usually very anxious and able to buy ordinary insurance. This has been an eye-opener and object lesson to some of the young agents who have worked on group leads. They may have been working for months to write the various clerks and minor executives of their acquaintance with no success, because these people are not making enough to warrant much insurance and because people in this class are often over-solicited. This is not to say that the young agents abandon entirely their circulation among young professionals and white collar people who will be the leaders of the future. It simply means that the agent cannot live entirely on a potential market alone and finds that there is a lot of bread and butter business to be written among so-called workers.

There is also many a minor executive or clerk covered on a group basis who bears cultivation by the young agent and has been passed over by the big producer who originally wrote the case and concerned himself only with the biggest executives.

Selling group leads on this basis need only take up a part of the agent's time and he may do it only as he can get around to it. It provides a backlog of prospects and affords steady work and income as well as a chance to enlarge influence. There is always the opportunity to broaden the employee contact into serving the friends and relatives of the individual employee.

Solicitation of groups in depth is expected to increase in importance as the present tremendous market for insurance sold along ordinary prospecting lines declines. The prospect of continued high income for the average wage earner insures the potential of this source.

Hogan Mont. President

Lloyd L. Hogan, New World Life, Missoula, was elected president of Montana Assn. of Life Underwriters at the convention at Butte which attracted an attendance of more than 100. J. C. Pederson, North American Life & Casualty, Great Falls, is vice-president; H. L. Zahn, Northwestern National, Missoula, secretary; W. C. Moore, Equitable Society, Great Falls, and James Shea, Western Life, Butte, trustees. Missoula was selected as the convention site for 1948.

Isaac Kibrick, New York Life, Brockton, Mass., discussed "Business Insurance."

James E. Scholefield, North American Life & Casualty, discussed "Stepping Up Sales Skills." P. E. Young of Helena discussed "Fable or Fact."

Kempton B. McKeen, Metropolitan, Butte, was in charge of the convention arrangements.

Dean T. H. Smith of the business administration department of Montana State University and Edgar Spicher of Helena, connected with the Veterans Bureau, spoke.

S. P. Hogan, Montana Power Company, spoke on "New Horizons."

Equitable Ore. Appointments

Ralph E. Grimes, for the past year in the educational department of Equitable Society at the home office, has been named assistant manager at Portland, Ore. Frank R. Eng also is advanced to assistant manager in charge of a Portland unit.

J. Ralph Brown has been appointed district manager in charge of eastern Oregon with headquarters at The Dalles.

Important Ohio Ruling

The Ohio supreme court has ruled that if an application for life insurance is rejected by the company prior to his

death the rejection immediately terminates the interim or temporary insurance created by the terms of a receipt and there is no insurance at time of death. The opinion was rendered in a suit by Fred Leube, Cleveland, against Prudential.

The opinion was based on this premise: The applicant for a life policy pays the initial monthly premium and is issued a receipt, the terms of which provide that "there shall be no liability on the part of the company on account of the payment unless and until it has issued a policy, except that if death occur after the date of the application) and prior to the issue of the policy, payment of the amount in the agreement, shall be made, provided the application is approved and accepted at the home office of the company."

Asks Lower Penalty

LANSING—At the hearing here Tuesday night before Michigan legislative insurance committees on various measures to preserve state regulation, Norman Reynolds, representing life companies and the Michigan Life Underwriters Assn., favored the fair practices bill, emphasizing that it should be considered as a part of the entire pro-

gram, but offered an amendment reducing penalty provisions for wilful violation from \$5,000 to a \$500 fine, explaining that the former figure might run into "astronomical" sums when considered on the basis of one violation for every policy written not conforming with the law.

Berkowitz Made Assistant

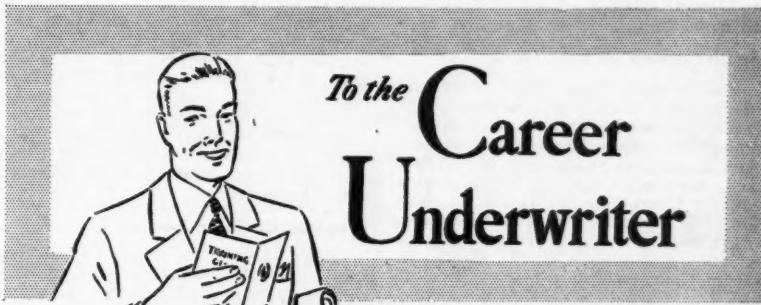
The Weingarten agency of Fidelity Mutual Life in Brooklyn has appointed Harry Berkowitz assistant manager. He has been with the agency three years and before that was in a supervisory capacity in social service work. He is a graduate of Ohio University.

Elect at Grand Rapids

Fred L. Lumb, New England Mutual, has been named president of the newly formed Grand Rapids C.L.U. chapter. Vice-president is H. Leonard Fox; secretary, Raleigh R. Stotz, Mutual Benefit Life.

Permit Assessment Conversion

TRENTON, N. J.—Senator Proctor has introduced a measure which would permit conversion of assessment companies into mutual companies.



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LEGAL RESERVE FRATERNALS

Johnson Head of Illinois Fraternal Congress

Fred A. Johnson, head of Royal League of Chicago, was elected president of the Illinois Fraternal Congress at the annual meeting in Chicago Saturday. He has been acting chief of the congress for many months, during illness of Mrs. Margaret Zorman of Royal Neighbors, president for the last year.

John C. Phillips, Modern Woodmen, Rock Island, was named vice-president; R. H. Matthias, of Ekern, Meyers & Matthias, Chicago law firm, reelected secretary, and C. J. Del Vecchio, Royal League, Chicago, reelected treasurer.

The new executive committee includes J. F. Sheen, Security Benefit, Chicago; T. R. Heaney, C.O.F.; W. C. Ewan, Fidelity Life; W. F. Schultz, Aid Assn. for Lutherans; Otto Hanson, Independent Order of Svalthiod; Mrs. Mary E. McCullough, W.C.O.F.; J. L. Nickleboric, Polish Roman Catholic Union, and E. D. Brown, consulting actuary, all of Chicago.

Smith's Views on P.L. 15

The margin above the irreducible minimum point, at which government regulation of insurance may be invoked under the assumption that state regulation is unequal to the job is "dangerously narrow," Chase M. Smith, general counsel Lumbermen's Mutual Casualty, Chicago, a member of the all-industry committee which has been studying the effects on insurance of the U. S. Supreme Court insurance-is-commerce decision and of P.L. 15, told a luncheon meeting. "There is the gravest threat to the maintenance of state regulation," he said.

There is the perplexing question of the federal trade commission, whose importance is that it might be used as the "entering wedge toward the formulation of a federal project or program applicable to insurance—first to make an investigation, then to propagandize the country on the subject."

Mr. Smith admitted fraternals had little to fear directly, as the searchlight is principally directed on fire and casualty insurance and their rate-making practices, but he said it behoves fraternalists to make sure the rate-regulatory measures included in the all-industry model bills prepared by the committee are passed by the legislatures.

He said fraternalism has vast power in the preservation of private insurance, and that it undoubtedly wants to have insurance maintained on a free enterprise

basis.

E. F. Barnes, fraternal supervisor of the Illinois department, greeted the congress, saying he was pleased to note the Illinois societies have been strengthening their reserves and looking into the future. He discussed legislation, suggesting the Illinois statutes might be changed in some particulars affecting fraternals, especially in view of the development of the CSO mortality table and other modern trends, but said it is not the department's job to initiate such legislation. Mr. Barnes offered his division's advice and support in connection with desirable bills which are developed by the fraternalists.

Mrs. Clara B. Bender, Degree of Honor, president National Fraternal Congress, was unable to attend. Walter C. Below, N.F.C. and Illinois congress past president, substituted for her. This is a heavy legislative year, he noted, and in some states very adverse bills have been filed, but in Illinois the fraternalists have defeated undesirable measures. Foster F. Farrell, N.F.C. manager, took a bow.

Mayor Kelly of Chicago noted general selfishness and living from day to day in society at large, as compared to the friendliness and fraternalism of past years. The job before fraternals is more intense now than ever, he said. The work is far more necessary. Fraternalists can help greatly in picking up what is left after the war and economic chaos, and putting it together again. Oscar E. Aleshire, congress past president and former head of Modern Woodmen, responded.

Proposes Clinic on Lodges

Chairman Johnson suggested the congress hold this year a lodge activity clinic, possibly with exhibits and demonstrations. This was passed to the executive committee with power to act.

Dr. Morris Fishbein, editor "Journal," American Medical Assn., gave his talk on a program for the nation's health, dealing with the A.M.A. plan for voluntary, unsubsidized hospitalization, as contrasted with the proposal for a compulsory federal government scheme which the doctors fear would regiment them and become ridden with politics and red tape. He pointed out 75 million people in the U. S. own life insurance, none of which was bought because the people were forced to buy it, but because they wanted it. A.M.A. favors the volunteer organizations, including the institutions maintained by fraternals, he said, rather than a central agency in Washington under which the great health foundations would disappear, he said. Dr. Fishbein discussed various bills in congress relating to health. He noted there are 27 federal agencies

which have to do with the nation's nutritional welfare, all publishing pamphlets and reports which conflict or overlap, and none knows what the other agencies are doing in the field.

Edw. A. Hayes, former national commander American Legion, gave a fine talk on "Fraternalism and Our American Way of Life." He stressed there is great need for protecting against the nation's enemies from within, as well as without the country. While there may be some decadence, pessimism is a dangerous attitude, for it can help the nation's enemies. He said the liberty which we know here does not and cannot exist under any form of totalitarian government.

Underwriters Head Talks

William Lucas, Protected Home Circle, president Chicago Fraternal Underwriters Assn., reported on formation of the group last year and announced it would hold a luncheon meeting Monday of this week, with S. H. Hadley, president of P.H.C. at Sharon, Pa., as speaker. He also said in his experience an active local lodge is the best medium for producing business, and that such business is most persistent.

Russell Matthias spoke on the question whether the Illinois law should be amended relative to use of the C.S.O. mortality table, and E. D. Brown discussed the subject. He explained there is question whether fraternals can adopt the Guertin laws' provisions which were adopted in Illinois by the legislature in 1945 and became mandatory on old line life companies next Jan. 1. The department, he said, does not oppose such modification. The matter will be referred to the N.F.C. for action after study by the Illinois congress.

Need Modern Lodge System

Otto Hanson talked on the need for modernizing the lodge system. It should be streamlined to interest people of today, he said; long-winded speeches eliminated. "Violation of existing laws or a laxity on the part of governing bodies to insist that regulations be complied with, does provide some very powerful ammunition for those who seek to destroy the fraternal benefit system, and also to those forces which are always attempting to place tax burdens upon the fraternals," he said. "There should be no need to point out that if through disregard of the regulations by a few they should be successful in such attempt, then every society will suffer from it." Something more than a bunco party and coffee that has been boiling for hours is needed to interest the modern generation in lodge meetings. He believes a cure for the ailing lodge system can be found by the leaders.

Secretary Matthias reviewed Illinois legislative bills affecting fraternals, finding the situation fairly quiet.

FIC Designation Awarded to 35 Field Workers

The FIC designation has been awarded by the Fraternal Field Managers Assn. the following field representatives of the societies listed. These increase the number of persons holding the designation to 395.

Aid Association for Lutherans—Victor I. Heschke, Carl P. Truebenbach, Lawrence A. Lundgren, Norman E. Jahn; A.O.U.W. of North Dakota—R. V. Walker, Palmer Moe; Catholic Knights of St. George—C. Joseph Lonsdorf; Fidelity Life—O. C. Plashal; Lutheran Brotherhood—Elvin Olson, E. G. Re-

Bill Hart, New York Life agent in Metuchen, N. J., believes in really penetrating his town. In his third year in business in the New York commuters' community of 8,000 Mr. Hart has already called on most of the 2,000 families in town and has established centers of influence in many sections. It is his aim to have a policyholder in every block. He is equipped with a card index of every family in the town, the record of the family and the names and ages of children. He is active in many community affairs.

trum, Edwin F. Dohse, Otis J. Grand Sherwood Q. Wignes, O. W. Warber, Russell L. Hedman, Erling T. Jacobson, Woodrow P. Langhaug, W. E. Carson, G. T. Andersen, Arthur Davey, Arthur S. Koenig, Miss Vivian Clementson, Conrad N. Howard, Frederick Wm. Korbitz.

Modern Woodmen—R. L. Estes, Robert H. Platt, Ken Jorgensen; Woodmen of the World Life—C. G. Lamb, Carl W. Hancock, J. D. Wishum, Fred Greenhill, George S. Morgan, John W. Dimmitt, H. A. Woods, Charles Ray.

Fitzsimmons Now Treasurer of Modern Woodmen

Modern Woodmen, Rock Island, Ill., has appointed J. M. Fitzsimmons of the city as treasurer. He succeeds M. W. Powers, who resigned to become controller of Great Central Mutual, Peoria.

Mr. Fitzsimmons has been manager of the investment department since 1937, and retains that office as well. Prior to associating with Modern Woodmen he was treasurer and investment manager of Volunteer State Life. He entered the investment field in 1920 with National City Bank of New York and is a graduate of New York University.

Mr. Powers has been with Modern Woodmen since 1941. He was on leave of absence from 1943 for 3½ years in the army, and was with the contract termination agency of the war department. He entered insurance in 1926 with Peoria Life; in 1933 joined the examining staff of the Illinois department as supervising examiner, until joining Modern Woodmen.

Pennsylvania Fraternalists Fete Commissioner Malone

Under the auspices of Pennsylvania Fraternal Congress more than 100 officers of Pennsylvania societies gave a dinner in honor of Commissioner Malone at Pittsburgh. It was under the direction of the secretary of the congress, Miss Louise Patrick.

President Clyde F. Wilmeth of Philadelphia presided and Miss Patrick presented the officers and representatives of the 37 societies represented and the officers and executive committee members of the congress present.

S. H. Hadley, president of Protected Home Circle, gave the welcoming talk. He stated Pennsylvania has more societies than any other state, and pledges their cooperation.

Stephen Tkatch, president of Green Catholic Union, also greeted the commissioner, and Oscar A. Kottler, past president of Pennsylvania Fraternal Congress and now deputy commissioner spoke briefly and introduced Mr. Malone.

Mr. Malone said it is the governor's ambition to have the Pennsylvania department the best in the country, and that it is the commissioner's ambition also.

Standard Has Ohio Rally

Standard Life held a state agent meeting in Columbus, among those attending being Woodrow Miller, president from the home office, and L. B. Wittman of Baltimore, a director.

Offer to Buy W.O.W. Building

OMAHA—An Omaha syndicate has offered to buy the 35-year-old Woodmen of the World building in downtown Omaha. It is estimated the purchase price would be in excess of \$1 million.

New Ia. Investment Law Signed

DES MOINES—Gov. Blue signed the bill permitting domestic companies in Iowa to purchase urban real estate.

Thomas B. Donaldson, former Pennsylvania commissioner and retired president of Pennsylvania Indemnity, Pennsylvania Indemnity Fire, is Mountaintop Hospital, Montclair, N.J., with a heart ailment.

A. O. U. W. OF NORTH DAKOTA



PROTECTED HOME CIRCLE

SHARON, PA.

FOUNDED IN 1888

A Legal Reserve Fraternal Insurance Society

B. H. HADLEY, Supreme President L. D. LININGER, Supreme Secretary
SHARON, PA.

Many Ill. Locals Hold Meetings

A number of local associations of Illinois held their monthly meetings near the end of March. J. B. Scott, district manager of Prudential at Peoria, spoke on "Problems of the Industrial Agent" before the Bloomington-Normal group. H. H. Irwin, educational director of Massachusetts Mutual, talked on "Sales Ideas, Helps and Techniques" at a meeting Tuesday of the Illinois Valley association. W. E. North, manager of New York Life in Chicago addressed the Chicago Heights-Calumet organization. Paul Uebel, Northwestern Mutual, Chicago, spoke on "A Good Soliciting Document" at Joliet, the talk which he gave recently in the Saturday sales forum in Chicago.

M. C. Ackland of Country Life at Jacksonville addressed the group there on "All in the Point of View." A resolution memorializing the late Lillian I. Danskin, president in 1942-43 and long a member was adopted. F. P. Beiriger, Rockford general agent of Connecticut Mutual, addressed the Rock River association at Dixon. This group is planning a sales clinic to be held at Sterling in about a month, the program being handled by S. W. Sanford, Davenport manager of Prudential, who suggested the idea when he addressed the group a month ago. Dr. W. L. Willhite of Knox College spoke on "Economic Problems and Effect Upon Life Insurance" at the Galesburg March meeting. He is head of the economics and business administration department.

Roe Walker, district agent, Northwestern Mutual, Bloomington, spoke at Springfield on "Fundamentals of the Sales Process." He qualified for the Million Dollar Round Table in only 10 months last year after discharge from service. Raymond Franks, U. S. Department of Agriculture, spoke on

"Soil Conservation and Its Relation to Life Insurance" before the East Side association at East St. Louis. At Quincy, Don Ross, merchandising manager "Successful Farming," Des Moines, gave a talk. Twenty members of the Northeast Missouri association were guests. S. V. Lane, ordinary agency supervisor of Rockford Life, talked at Alton on "Selling Through Character Analysis." At Centralia, Paul Taylor, Aetna Life, Peoria, discussed "Requisites of a Sound Group Plan."

Tells How to Fit Sales Ideas into Basic Pattern

NEW YORK—Salesmanship is not born with a man. It is a science that can be taught, C. Preston Dawson, general agent of New England Mutual here, told the New York C.L.U.

Mr. Dawson laid down 11 principles for making a sale which apply to any selling situation and gave illustrations of how to apply them. A producer who has been taught these principles, he said, can use material from many sources to develop his own sales presentation.

He outlined four steps in making a sale. It is necessary, he said, to create desire, to develop the client's confidence, to state a proposal for action and to secure action.

Stating a Proposal

At the first step, Mr. Dawson said, he teaches producers to state a proposal. Confidence is then developed by using blueprints of case histories to show a policyholder's financial position before and after establishing an insurance program, and by making clear what it will cost a client to get what he wants.

To secure action a producer must overcome insufficient desire by developing reserve reasons for action by showing a client that he's getting the whole story, by showing that the cost is related to benefits, and by emphasizing the advantages of immediate action and the dangers of delay.

Mr. Dawson said that it is only necessary to teach a producer these principles to put him into a position to use good sales ideas from all sources wherever they may be fitted into the basic pattern.

New Juvenile Rule

Life & Casualty has established the rule of not taking juvenile insurance on the ordinary plan for an amount exceeding that on the life of the payor unless extenuating circumstances are definitely established, such as uninsurability of payor or the father's means are ample for all contingencies.

Chaney on 10-Day Taur

Homer C. Chaney, New England Mutual's director of agencies was on a 10-day field trip that included visits to seven of the company's general agencies. His first stop was in Buffalo, where he installed William L. Wadsworth as the new general agent.

Later he addressed the Detroit Life Managers Assn. on "The 1947 Market from a Managerial Standpoint," and spent the following two days visiting the agencies in Grand Rapids and Toledo. He then spoke at the annual agency meeting in Cincinnati and also made stops at Rochester and Syracuse before returning to Boston.

G. B. Chapman, general agent for Aetna Life at Cleveland, gave a farewell party Monday, March 31, for his co-general agent Donald E. Hanson, who has gone into the home office as assistant superintendent of agencies under Vice-president Coolidge. Mr. Hanson was presented with a set of matched golf clubs.

At the time of Mr. Hanson's promotion he was president of Cleveland Life Underwriters Assn.

West Texas Agents Get Valuable Sales Pointers

Sales pointers ranging from package sales to the fine points of business insurance and pension plans were presented to more than 250 agents at the west Texas sales congress at Lubbock.

Speakers were: Harry R. Schultz, Chicago, Mutual Life; Pearle Easley, Massachusetts Mutual Life, Oklahoma City; Harry Gately, Jr., Southwestern Life, Fort Worth; Theo H. Spindle, educational director of Amicable Life, Waco, and C. L. McPherson, Texas Christian University.

The congress was held under auspices of the Texas Assn. of Life Underwriters, which was represented by James D. Edgecomb, John Hancock, Fort Worth, vice-president and program chairman, and George Martin, secretary-treasurer. Presiding at the two sessions were Cecil Schwalbe, Southwestern Life, Lubbock, and Archie R. Castleberry, Southland Life, Amarillo, presidents of their respective associations.

Business Is Good, Schultz Says

Mr. Schultz developed the thought that "Business Is Good in Business Insurance." He discussed advantages and technicalities of stock purchase and stock retirement agreements and of key-man insurance. He went into the problems of federal estate taxes, cautioning his hearers to work through attorneys on legal matters rather than to attempt to give legal advice.

Miss Easley, in her talk on "Isn't This the Time?", cited instances of agency service to assured from her own experience that dealt with educational funds, thrift plans, policies on a housewife and on a business woman. Throughout her talk she hammered home the prospecting value of her age-change list, repeating the descriptive phrase that "it prospects as it serves as it sells." She pointed out, too, that the life salesman must measure his full responsibility to people in order to carry out modern insurance service.

Mr. Gately, speaking on "Pension Plans," discussed these insurance opportunities from the standpoint of the law, the employee and the employer, and outlined the mechanics used in formulating a plan. He emphasized that pension

plans are adopted for business reasons since they build up morale, decrease turn-over and improve labor relations. He said plans should be made to comply with requirements of the law, declaring that the services of a pension consultant are invaluable in working out details.

Package Selling Virtues Extolled

Mr. Spindle extolled the virtues of package selling, in describing "The Open Door to Sales," and said that seven of his company's ten top salesmen use the package sale idea. He said that the package plan is especially good for the small and medium-size policyholder, adding that "programming is generally a series of packages." He said that package selling is "a natural for the endless chain method" and for the use of centers of influence.

Some general thoughts on the important element of prospecting were offered by Mr. McPherson, in the concluding talk at the congress, under the topic of "Bifocal Prospecting." He described five defects often noted in the field of prospecting—blindness through ignorance of life insurance fundamentals, blurred vision for certain kinds of prospects, short-sighted plans by merely seeking temporary success, too much concentration on "big cases," and failure to focus on a few available sources of prospects.

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Large, fast growing, legal reserve fraternal insurance organization has openings for State Managers in Salt Lake City, Utah, St. Louis, Missouri, and Chicago, Illinois. If you are an experienced life man and can train men here are the opportunities you are looking for. Salary, splendid commission and renewals, overrides and bonus. All replies confidential. Address L-32, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

SALES TRAINING SUPERVISOR There is an opportunity to affiliate with an old line company in Eastern Pennsylvania, using modern methods of merchandising Life Insurance. State age, family status, experience and education. Address L-16, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

OPPORTUNITY Los Angeles General Agency of major Eastern Company has opening for Associate General Agent on participation basis. One of country's quality agencies. Address L-29, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.



Sakaka-wea, the "Bird Woman," earned a place in history by guiding the Lewis & Clark Expedition of 1805 into the great northwest. Plagued by starvation, the dangers of the unexplored wilderness, rocky cliffs and rushing rivers, the Expedition successfully pushed westward with Sakaka-wea leading the way. Her remarkable ability as a guide, her courage and resourcefulness, gained the admiration of the explorers who described her heroic guidance in their journals.

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Los Angeles Chapter Session

John H. Drummond, Pacific Mutual Life, and Rupert M. Adams, New England Mutual Life, furnished the program for the Los Angeles C. L. U. Chapter. Mr. Drummond, a poet in rhythmic language, discussed factors in selling life insurance. Mr. Adams took up some problems confronting agents.

Franklin Life has appointed Harvey R. Feller as general agent at Phoenix, Ariz.

Pacific Mutual Life—Reports from its home office in Los Angeles, a gain of 17% in volume of paid for life insurance in the first quarter of its current production year as compared with the same period last year. Commercial accident and health paid volume is up 16% over last year's first quarter.

Show California 1946 Results

(CONTINUED FROM PAGE 1)

	New Business	In Force	New Business	In Force
Peoples Life	668,535	3,583,957	Assoc. Portuguese	711,750
(G) 24,000	18,000	Prot. & Ben.	2,494,250	
Pierce Ins. Co., Cal.	2,311,710	5,511,825	Assoc. Prot. Uniao	119,500
Phoenix Mutual	4,452,836	45,214,943	Madenense	98,878
Provident L. & A.	1,127,117	4,643,005	Baptist Life	163,051
(G) 1,000	2,000	Ben Hur Life	2,829,445	
Provident Mutual	12,021,577	84,665,275	Brit. Sholom	13,500
Prudential	149,154,158	926,653,622	Catholic Knights	46,000
(G) 92,241,328	159,864,987	Cath. Order Forest's	33,000	
(I) 29,962,176	416,064,763	Catholic Union	21,375	
Reliance Life	5,153,290	Homesteaders Life	113,980	
Reserve Loan	Hungarian Ref. Fed.	6,250	
(I) 2,000	Indep. Order Brith	579,522	
Security L. & A.	9,914,921	Abrraham	46,500	
Security Mutual	435,776	Indep. Ord. Forest's	3,386,100	
Standard, Ore.	1,937,335	Internat. Wkrs. Ord.	109,250	
State Farm Life, Ill.	10,537,270	I. D. E. S.	1,267,588	
(G) 1,650	5,516	Jewish Nat. Work's	15,800	
State Life, Ind.	5,445,004	Knights Columbus	7,699	
State Mut., Mass.	5,004,636	Ladies' Cath. Benev.	70,301	
(G) 443,000	445,000	Lithuanian Workers	1,547,700	
Sun Life, Can.	16,497,525	Lutheran Brother'd	2,694,020	
(G) 4,416,082	7,527,907	Maccabees	12,650	
Travelers	26,512,722	Modern Woodmen	1,152,090	
(G) 150,106,104	200,348,152	Nat. Frat. Soc. Deaf	3,012,449	
Union Central	7,944,009	Nat. Mut. Benefit	1,516,494	
United Benefit	56,357,673	Natl. Slovak Soc.	27,332	
United Fidelity	19,017,982	Neighbors Woodcr'	3,700	
Unity Mutual	345,350	Omaha Woodmen	586,247	
(I) 764,500	3,022,445	Police & Firemens	3,570,011	
Washington Natl.	10,867,469	Polish Nat. Alliance	15,000	
(G) 28,000	34,224,380	Polish Women's All.	35,841	
(I) 477,578	13,818,034	Practitioners	6,600	
West Coast Life	10,295,232	Rakoczi Aid Assn.	281,500	
(G) 12,817,631	23,469,599	Royal Arcadian	39,150	
Westland Life	9,140,988	Royal Clan Scottish	164,927	
(G) 1,139,965	15,969,195	Royal Neighbors	88,450	
Western Life	10,614,900	Security Benefit	1,555,095	
Woodmen Central.	1,173,908	Slovene Nat. Benefit	149,110	
World	298,500	S. E. S.	93,950	
	303,290	Sons of Norway	266,850	
		Standard Life	131,250	
		Uniao Port. Cont.	42,047	
		Uniao Port. Prot.	185,250	
		Union & League Ro- mania	200,400	
		United Amer. Mech.	4,000	
		United Comm. Trav.	500	
		Verhovay National.	11,070	
		Western Bohemian	214,400	
		Woman's Benefit	44,556	
		Women's Cath. O. F.	294,775	
			63,730	
			497,031	

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Morgan O. Woodward, Prudential, Louisville, Lacy E. Frantz, Union Central, Louisville, was elected secretary, succeeding E. A. Trask, Jr., Bankers Life, Louisville. The vice-presidents are automatically the presidents of the local associations throughout the state.

Laurels for Ellis

On the 35th anniversary of Pan-American Life a large silver tray overflowing with "Laurel Slips" was presented to President Crawford H. Ellis. Each slip bore the name of an agent and the amount of insurance written by him in honor of the four founders of Pan-American Life: Mr. Ellis; Executive Vice-president E. G. Simmons; Vice-president and General Counsel Eugene J. McGivney; and Vice-president and Medical Director Marion Souchon.

The anniversary day efforts climaxed the March drive for President Ellis. The month was the most outstanding one in history.

Hancock High Bidder

John Hancock Mutual Life was the successful bidder for an issue of \$22,425,000 of New England Gas & Electric bonds. The bonds carry a 2 1/2% coupon. Hancock's bid was 100.05.

VA Clarifies Points on GI Training

(CONTINUED FROM PAGE 11)

tive elements of the training program in favor of actual production but without having first acquired the resourcefulness of a fully skilled salesman.

d. Persons employed under a contract calling for the payment of a commission only in lieu of wages or salaries are usually not under the control of the contractor and are, therefore, free to dictate their own working hours and to conduct their businesses as they see fit. Consequently, the trainer cannot require the following of a strict training schedule and a bona fide training situation does not result.

Based upon the foregoing, and despite the fact that there are some exceptions, the VA is constrained to feel that an employer-trainer who wishes to set up a bona fide training program which will assure to the veteran a situation in which the intrinsic training principles explained above will obtain, will set up a definite wage, salary, or drawing account without recourse. Despite the fact that the law imposes no prohibition, the payment of commissions alone fails in principle to provide protection against the exploitation of veterans in training status. Accordingly, the VA will not induct public law 16 trainees into training programs providing commissions alone except in situations which impose no problems because, in spite of the payment of commissions, a bona fide and well-controlled training situation exists. The VA is wholeheartedly in accord with the attitude shown in the letter from the Missouri state department of education stating that there must be good training for the employer's establishment to be certified or recertified.

Hospital Assn. Approves Simplified Claim Form

The American Hospital Assn. has approved and recommended for use by its members the simplified hospital form which was prepared by the joint committee of the International Claim Assn. and Health & Accident Underwriters Conference. It was designed to reduce the clerical work of the hospital staffs and at the same time furnish the companies with adequate information to enable them to render prompt and efficient service to the policyholder. It is proposed to submit the form to the National Assn. of Insurance Commissioners at the annual meeting in June for approval.

Already in use are the uniform attending physician's claim blanks which were prepared by the joint committee of the two company groups in cooperation with the American Medical Assn. and subsequently approved by the N.A.I.A. The joint committees are now working on simplification of additional forms.

Richards President of Hartford Association

George J. Richards, general agent of Monarch Life, was elected president of the Hartford Assn. of Accident & Health Underwriters at its annual meeting. He is also a member of the executive board of the National association. J. Vincent Budds, Federal Life & Casualty, was elected vice-president and Carl Buechner, National Casualty, secretary.

Bills affecting accident and health insurance pending in the Connecticut legislature were reviewed by George Goodwin, deputy commissioner. Frank Wagner, supervisor of licenses and claims in the Connecticut department, spoke of its work in that field and discussed a proposed bill which would assist in improving the licensing situation in Connecticut.

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THE BABY is sweet, yet even when Jim and Molly urged me to stay longer, somehow, I just wanted to come home. The garden will need planting soon, and they are counting on me at the church.

Anyway, a woman belongs where her roots are . . . for, even after her loved one has gone, her best memories still keep him forever near.

The house always seems empty when I come back to it. But, somehow, it's never lonely — for it's full, too, full of all our dreams and hopes . . .

Like the day we first came here, when it was still just a hillside, with the sun setting behind the pines, waiting for us to say: "This is where our home must be" . . .

Our determination that Jim and Ann must have

the necessary education to use their full capacities and talents . . .

And the trip we projected for so many years — just the two of us, across the continent and back, when you were ready to retire . . .

They all came true, and now nothing can take them away from 'me, or the knowledge that I need ask no favors from anyone. That's because you had the wisdom to see your Northwestern Mutual agent — had him through his Planned Income service prepare for us each turn in the road. You were the most thoughtful husband a woman could have — "one in a million."

Thank you, darling.

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